

Marketing Media & Money

2nd Q. 2023

*9 Insights to Monetize Your
Business and Achieve
Financial Freedom*

**The Creative CEO Guide to
7-Figure Business Growth**

**The X-Factor of Leadership:
Creating the Future of Possibility**

*Luxury, Learning & Leisure: Craft the
Perfect Retreat Experience*

**Think Like a CEO and
Expand Your Influence**

**Mastering Ca\$h Flow to
Drive Profit & Growth**

The Profitable Power Partner Formula

**Amplify Your Voice and Thrive
in the Unique Value of YOU**

Meet... **Tonya Gossage, Community Builder
with a System to Influence & Growth Mastery**



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

Welcome to the second quarter of 2023! We hope this year so far has been productive, people-centered and profitable. At Marketing, Media, & Money, we're excited to continue our mission of providing valuable insights and strategies to help you make this year your best year ever. Our global influencers, thought leaders, and industry experts will continue to provide value with a defined focus and collaborative vision.



Here at Marketing, Media, & Money Magazine HQ we are dedicated to sharing what's working now, with input from our columnists as well as guest contributors who will write for a single issue on a topic we believe you need to know about and implement in your business to grow, scale and sustain your business growth. We strive to build a community of collaboration and inspiration, inviting you to step into your full potential and see what's possible.

In this issue, our columnists and guest experts are sharing invaluable insights on a variety of topics, including...

- 9 Insights to Monetize Your Business and Achieve Financial Freedom.
- The Profitable Power Partner Formula.
- The X-Factor of Leadership: Creating the Future of Possibility.
- Amplify Your Voice and Thrive in the Unique Value of YOU.
- Mastering Cash Flow to Drive Profit & Growth.
- The Creative CEO Guide to 7-Figure Business Growth.
- Boost Your Self-Confidence: 9 Steps to Unleashing Your Inner Power.
- Luxury, Learning & Leisure: How to Craft the Perfect Retreat Experience.
- Think Like a CEO and Expand Your Influence

We're also excited to have our sponsor as our cover girl this issue. Tonya Gossage, founder of Gossage Performance Consulting shares in her up close and personal interview her vision, how she serves both her local community and globally as well. We're thrilled to have her as part of our Marketing, Media, & Money community and you will be seeing and hearing more from her in the magazine and in our Facebook group. Lastly, we really want to hear from you! Please share your vision for 2023 and how we can serve and support you. Connect with us in the Marketing, Media, & Money Magazine, Podcast & Events Facebook Group to start or continue the conversation with our sponsor, our columnists, our guest authors and if you are new to us, I would love to connect with you personally.

As always, my inbox is always open and I'm here to help you make this year your best year yet. Here's to a successful and prosperous second quarter!
patty

-patty

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



Is your marketing *profitable* or painful??



Marketing, Media & Money Biz Quiz

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

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

We've designed it to:

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

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

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

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

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

Take the Quiz
Now



plug in. power up. get paid.



8-10



40-42



17



36-38



18-20



12-14



28-30



22-24



49-51



27



32-34



48



Table of Contents

Letter from the Editor, Patty Farmer.....	2
Take the Marketing, Media & Money Biz Quiz.....	3
Table of Contents.....	4-5
Connect with the columnists.....	6-7
9 Insights to Monetize Your Business and Achieve Financial Freedom.....	8-10
Boost Your Self-Confidence: 9 Steps to Unleashing Your Inner Power...12-14	
Marketing Tip.....	17
The Creative CEO Guide to 7-Figure Business Growth.....	18-20
The X-Factor of Leadership: Creating the Future of Possibility.....	22-24
FREE Lifetime Subscription of Marketing, Media & Money Magazine.....	26
Media Tip.....	27
Amplify Your Voice and Thrive in the Unique Value of YOU.....	28-30
The Profitable Power Partner Formula.....	32-34
Luxury, Learning & Leisure: Craft the Perfect Retreat Experience.....	36-38
Mastering Cash Flow to Drive Profit and Growth.....	40-42
Up Close & Personal with Cover Girl, Tonya Gossage.....	44-47
Money Tip.....	48
Think Like a CEO and Expand Your Influence.....	49-51
Join the Marketing, Media & Money Facebook Group.....	52
Apply to be on the Marketing, Media & Money Podcast.....	53

2023 Columnists



Patty Farmer

Marketing & Media Expert
Publisher



Tonya Gossage

Communication & Systems Expert



Theresa Ream

Business Expert



Cathy Compton

Leadership & Team Expert

**Follow our columnists on social media.
Reach out to them and introduce yourself.**

Our experts are looking forward to connecting with you!



Lorri Hanson

Mindset Expert



Debbie Hoffman

Follow-Up Expert



Linda Cain

Event Expert



Krista Beavers

Strategic Accounting Expert

9 Insights to Monetize Your Bu\$ine\$\$ and Achieve Financial Freedom



Publisher

Marketing & Media

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



Are you ready to monetize your business and achieve financial freedom? As an entrepreneur, the path to success can be challenging and unpredictable. However, by implementing the right strategies, you can turn your business into a profitable venture that aligns with your values and goals. In this article, I will share 9 insights to help you monetize your business and achieve financial freedom. From embracing a niche market to leveraging partnerships, I will provide an actionable tip and/or strategy to help you grow your business and increase your revenue potential.

1. Embrace a niche market: The problem many entrepreneurs face is trying to please everyone, which can result in a watered-down product or service. Instead, focus on a specific niche market and create something truly exceptional for them. This approach can lead to higher profits and increased customer loyalty.

Tip: Research potential niches and their pain points. Develop a unique selling proposition that speaks directly to their needs. Test your product or service with a focus group within your target niche.

2. Diversify your revenue streams: Relying on a single revenue stream is risky and leaves your business vulnerable to market fluctuations. By diversifying your revenue streams, you can protect your business and increase your income potential. Explore new revenue streams, such as affiliate marketing, speaking, sponsorships, or licensing your products. The benefit of this approach is that it provides a steady flow of income, reduces risk, and creates opportunities for growth.

Tip: Research different revenue streams and their potential profitability. Evaluate which revenue streams are most aligned with your brand and customer base. Develop a plan to test new revenue streams before fully committing to them.

3. Increase your customer lifetime value: Many businesses focus on acquiring new customers but neglect to nurture their existing customer base. By increasing your customer lifetime value, you can generate more revenue from each customer and create a loyal following.



Focus on building relationships with your customers through personalized communication and exceptional customer service. The benefit of this approach is that it can lead to increased revenue, higher customer retention rates, and positive word-of-mouth referrals.

Tip: Develop a customer relationship management system to track and personalize your communication with customers. Offer exclusive discounts or perks to loyal customers.

4. Use social media to your advantage: Social media is a powerful tool for reaching new customers and building your brand. However, many businesses struggle to use it effectively. Develop a social media strategy that includes engaging content, consistent posting and if applicable, targeted advertising. The benefit of this approach is that it can lead to increased brand awareness, customer engagement, and sales.

Tip: Research which social media platforms are most relevant to your target audience. Develop a content calendar to ensure consistent posting. Use analytics to track the success of your social media strategy.

5. Leverage partnerships: Partnering with other businesses or influencers can help you reach new audiences and create mutually beneficial opportunities. Identify potential partners and develop a partnership proposal that outlines the benefits for both parties which can lead to increased exposure, new customers, and opportunities for collaboration.

Tip: Research potential partners and their target audiences. Nurture your partnerships with regular communication and collaboration opportunities.

6. Offer a premium product or service: Many businesses focus on offering the lowest prices, but this can lead to low-profit margins and attract price-sensitive customers. Offer a premium product or service that provides exceptional value and justifies a higher price point and can lead to higher profits, a more upscale brand image, and attract customers who value quality over price.

Tip: Research your competitors and identify areas where you can differentiate yourself with premium features. Communicate the value proposition of your premium product or service through your marketing materials. Consider offering a limited-time introductory price to attract new customers.

7. Build a strong brand: A strong brand can differentiate you from the competition, increase customer loyalty, and drive sales. Develop a brand identity that reflects your values, mission, and unique selling proposition. The benefit of this approach is that it can lead to increased brand recognition, customer loyalty, and higher profit margins.

Tip: Use consistent branding across all customer touchpoints, including your website, social media, and packaging.

8. Use data to drive decision-making: Data can provide valuable insights into customer behavior, market trends, and the success of your marketing campaigns. Use data analytics tools to track customer behavior, sales data, and marketing metrics. The benefit of this is that it can lead to more informed decision-making, better-targeted marketing campaigns & improved ROI.

Tip: Identify the key performance indicators (KPIs) that are most relevant to your business and use tools to track and identify trends. Use A/B testing to optimize your marketing campaigns based on data insights.

9. Focus on customer experience: The customer experience can make or break a business. Focus on creating exceptional customer experiences at every touchpoint, from website navigation to customer service interactions. The benefit of this approach is that it can lead to increased customer loyalty, positive word-of-mouth referrals, and higher sales.

Tip: Develop a customer journey map to identify opportunities for improving the customer experience. Train your team to provide exceptional service and use customer feedback to continuously improve the customer experience.

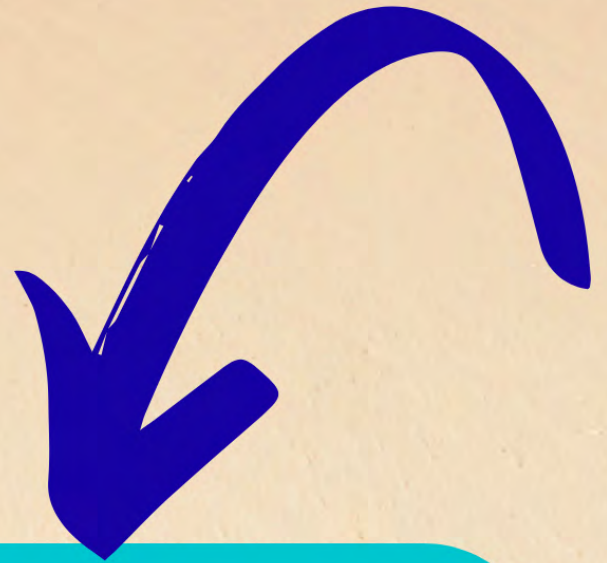
"Your journey to business success begins at the intersection of your idea and taking action." ~ patty farmer

Monetizing your business can be a challenging and daunting task and these strategies are not one-size-fits-all, so be sure to adapt them to your unique business needs and goals. Shifting your mindset and implementing just a few of these strategies can lead to increased revenue, customer loyalty, and financial freedom.

Financial Freedom



Let me show you the steps!



FREEDOM

pattyfarmer.com

Boost Your Self-Confidence: 9 Steps to Unleashing Your Inner Power



Communication & Systems Expert

Tonya Gossage is a Business Coach, Consultant & Trainer, Speaker, Podcast Host, Communication & Systems Expert, Master Networker & Relationship Builder. She has vast experience working with leaders across many business sectors including finance, insurance, real estate, fintech, startups & entrepreneurs, health & wellness, retail, marketing & social media. Her background as an Executive Vice President/Director of Retail Banking and Training in the banking sector for 34 years gives her hands-on insights to provide you with a roadmap to achieve your goals and dreams.



Self-confidence is an attitude about your skills and abilities. It means you accept and trust yourself and have a sense of control. You know your strengths and weaknesses well. Self-confidence is critical for success, happiness, and personal fulfillment. It's something that we all face to some degree, I think, at times in our lives. It's what kept me from starting entrepreneurship earlier than I did. The number one question is, how do you overcome that limiting belief or that fear?

By working on it daily. Working on your self-confidence and self-esteem without thinking in those terms and taking daily action towards your goals and dreams helps you overcome the belief or the fear. I've provided nine steps you can implement to help you boost your self-confidence and unleash the inner power that lives inside of you.

1. Self-Reflection and Awareness

Understand your current level of self-confidence and identify the areas where you need to improve. Spend time journaling, analyzing your thoughts and emotions, and recognizing your strengths and weaknesses. Seeing these on paper will help you develop a better understanding of yourself. During my recent reflection, I found that my strengths outweighed my weaknesses, strengthening my self-confidence.

2. Define and Set Your Goals

Set achievable goals that align with your strengths, skills, and values. Once you've set these goals, break your larger goals into smaller, more manageable tasks and track your progress as you complete them. Often people make the mistake of shooting for the moon and making their goals too big, and when they fail to accomplish them by their set completion date, they get discouraged. By setting more realistic goals and achieving them, you gain a sense of accomplishment and control, boosting your self-confidence.



3. Learn from Your Mistakes

Failure and mistakes happen; learn from them. When you face setbacks, reflect on what went wrong and use the information to improve going forward. When you adopt a learning and growth mindset, you develop strength, resilience, and boldness, boosting your self-confidence. Learning from your mistakes will make you better prepared for the task at hand in the future, again increasing your confidence.

4. Surround Yourself with Positive Influences

Whom you surround yourself with has a significant impact on your self-confidence. Your friends, family, and others whom you build relationships with should lift you up, support, and inspire you. If not, distance yourself from these negative influences because they will demotivate, drain, and underestimate you taking every ounce of energy out of you. By surrounding yourself with positive people, you will create an environment that nurtures your confidence and encourages personal and professional growth.

5. Focus on Solutions

Be a problem solver. Focusing on solutions instead of problems is one of the best things individuals can do for their confidence and career. No one likes to have conversations with complainers. But when a problem can be brought to a head with an idea and a solution, then self-confidence begins to build.

6. Celebrate Your Wins and Achievements

Always take time to acknowledge your wins and celebrate your accomplishments, no matter how small they seem. When you acknowledge your wins and accomplishments, it reinforces the belief that you are fully capable and competent, which is critical for building your self-confidence. Keeping a list of your accomplishments and reflecting on them at the end of each month or quarter allows you to express gratitude for your progress. Seeing an accumulated list will help you maintain a positive mindset and boost your self-esteem.

7. Create Positive Self-Talk and Affirmations

How you speak to yourself (and others) plays a significant role in your self-confidence. It is imperative that you replace your negative self-talk with positive affirmations and uplifting language. Be mindful of your language and stop yourself when you engage in negative self-thoughts and talk. When you cultivate a daily habit of positive self-talk, you will reinforce your belief in your abilities and increase your self-confidence.

8. Develop Yourself

Identify where you are struggling and look for resources to build new skills. That could be in leadership, marketing, sales, building relationships, or something else. Once you identify where to improve, find the resources to help you.

Resources include conferences, seminars, workshops, weekend retreats, or virtual events. These are all fun, active, and social. You can gain new ideas and help you meet like-minded people.

To get a boost in confidence, learning can be either personal or professional. Sometimes you need small wins and less pressure to gain confidence. It's just knowing that we can make decisions, take risks, and bounce back from our failures and mistakes.

Developing yourself also involves working on your image. Creating and maintaining a reputable image, especially a business image, starts with the basics. Ensure you have professional-looking profile pictures on your website, social media, and other digital channels. Your self-confidence feels good when your personal and business image looks and feels good.

"One important key to success is self-confidence. A key to self-confidence is preparation." —Arthur Ashe

9. Take Care of Your Health

I cannot leave this one off the list. Prioritize your physical and mental well-being. Exercise regularly, even if it is a 15-minute walk a day, eat a balanced diet, and get enough sleep to maintain your energy levels and support your overall health. It is also good practice to use stress-reducing techniques such as meditation, deep breathing exercises, and journaling to manage your emotions and maintain a positive mindset. When you feel good physically and mentally, your self-confidence will naturally.

A large, high-quality photograph of a woman with long, dark hair looking into a mirror. Her hands are clasped together in front of her, and she has a thoughtful expression. The mirror's frame is ornate and golden. The background is softly blurred, showing what appears to be a window or a doorway. The overall lighting is warm and intimate.

MAPPING YOUR CONFIDENCE JOURNEY

LEARN MORE >

Ready to Stop Searching for Clients & Start ATTRACTING Them Instead?



patty farmer



I can fix that!

patty "it's time to go to the bank again" **farmer**

YES! I want more clients & cash!

Marketing Tip



Create a system
to stay
connected to
your network
and become the
go-to resource
to establish
yourself as an
influencer.

-patty farmer

The Creative CEO Guide to 7-Figure Business Growth



Business Expert

Theresa Ream is the founder of several multimillion-dollar businesses with over 40 years of success. "The Ream Companies" consists of a disaster cleanup company and two remodeling companies. She is known as the largest minority woman owned restoration company in California and has earned many awards including The Professional Women's Network Woman of the Year, Best Woman Owned Business, and Best Minority Owned Business. Theresa is a speaker, community leader and utilizes her strong organizational, financial, and marketing skills to fuel her passion for mentoring women in business. She is the current President of the Professional Women's Network of Monterey.

Does your business look like you envisioned? Do you find yourself daydreaming of better profit margins, more time with family, more time for selfcare, better communication skills, more fulfilling relationships, better leadership skills, better business systems and protocols, better networking tactics, a cash flow that doesn't worry you or marketing strategies that are more effective? If you answered yes to even a few of these than its time to look at some tactics that will put you ahead of the game as a high functioning CEO and into the Seven Figure Club.

As entrepreneurs we are first and foremost visionaries that move ideas, people, and money and make things happen. But sometimes we forget and get caught up in the daily grind of running our businesses. We become stale. We have slipped in one or more areas, we might have let the waistline grow, get out of shape, our family relationships become strained, and our businesses felt like it was running us. It could be a problemed employee running their own agenda or maybe we are working Saturdays or staying in the office until 8 pm all while feeling guilty that we are bad parents? Where is that peace that should come with being the CEO of our business and life? Let's look at some tactical advantages of seven figure businesses.

I love this quote ...

*"My life didn't please me,
so I created a life that did."*

~Coco Chanel



It's imperative you get the business under control - The tail should not be wagging the dog- Do you have up to date systems and SOP's? When the systems are in place you can build your teams and train them more effectively and start to duplicate them where necessary. To attain this, you will need help. And I can't stress to you enough the importance of hiring a qualified coach to stand in the gap while you revamp your systems, de-hire the wrong people and find the right people for your team.

The right coach can help hire your right-hand person to start taking care of you. This person is going to be the head of your admin team. Your admin team will be at the head of your organization chart over sales and production and control the finances and oversight of leveraging your business by setting your systems and processes to be handled by others, thus freeing you up to scale your business. The admin team will then be the gate keeper to ensure that these systems & protocols are followed. This is the secret to leveraging your business & to free you up.

Marketing, Marketing, and More Marketing - To increase your revenues from six to seven figures you will need a dramatic increase in clients and in turn you must increase your marketing. Feeling overwhelmed just thinking about it? Relax, you don't have to generate it all by yourself, even though you are the most valuable marketer for your business. If you want to go bigger it's best to hire a marketing director that can take care of the marketing tasks to grow your business to seven figures. Consistent marketing drives the business and gets you a steady pipeline of prospects.

I didn't just magically wake up to consistently bringing in 1 million dollars a month in my business. It was the goals I set when I was two, four and six million per year. You must set goals and be accountable and hold others accountable. To reach new income goals every year it doesn't happen by chance, it's sales goals that are measurable. I like the saying "What's measured is managed."

After you have set your systems and have hired others to do some or a lot of what you do, you must have your money goals and measurements in place for the team to follow. It's imperative you set your goals and for this you need to know how much Gross Profit Margin (GPM) you need to make per project and what your gross margins are comparing costs with sales. The way I do it is I have a spreadsheet that breaks measurements down to month to date, quarter to date and year to date. It's called the Minimum VS Actual Report.

The measurements are: Signed jobs, billed jobs, money collected, and projects closed all measured in dollars. This is done for all six of my teams for all three of my companies. It shows what each teams' minimums are and what their actual amounts are for these categories and time periods. This report lets me, and my teams know where we stand at- a- glance and where adjustments are needed. The plus side is your team always know where they are in goal measurements. We also have measurements for our marketing team.

Have the life you always wanted and have more freedom.

Growing your business to seven figures doesn't mean you work harder or longer hours, it is to free yourself from the day-to-day nose to the grindstone. Your second in command, marketing and sales and production teams allow for this even on a smaller scale until you can afford the larger teams. This will enable you the freedom to live your ideal life and run the business as a visionary. It will let you scale your services so more clients can benefit from what you do and what you have to offer. But most importantly it will afford you the opportunity to work on becoming a high functioning creative and a well-rounded CEO and to have that peace of mind we all want.



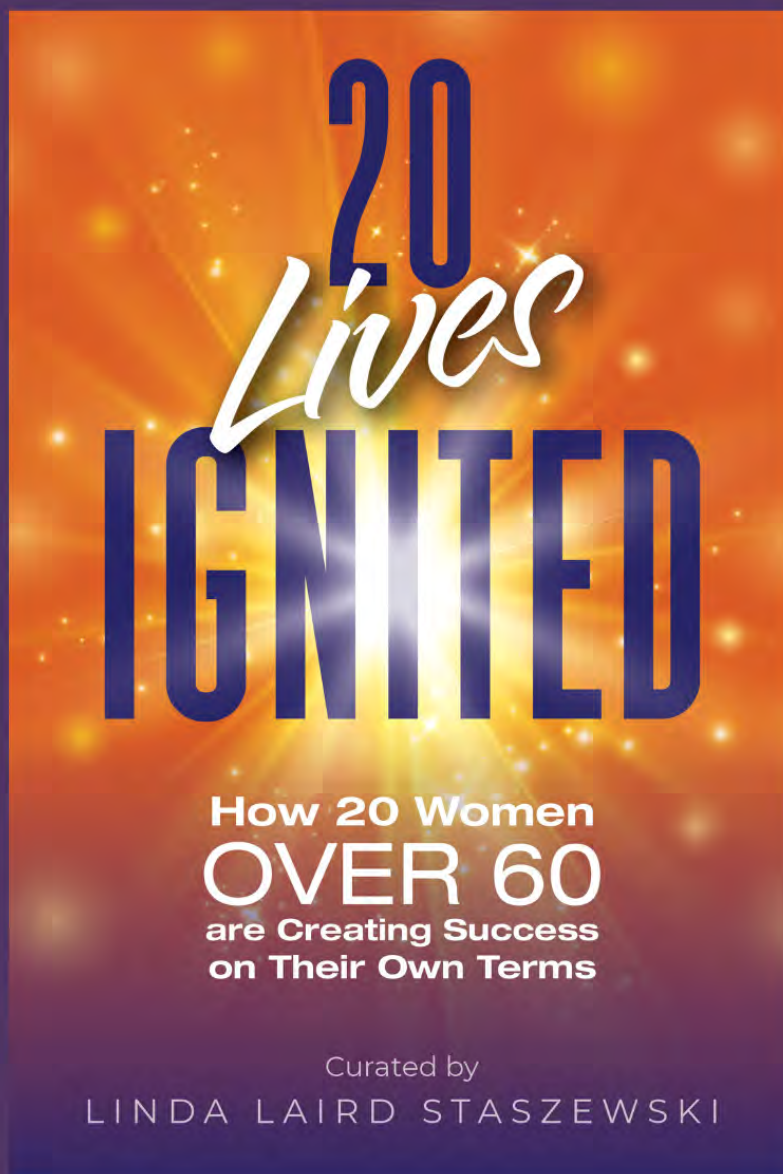
Why Buy the Book?

"Connection to others is the most important task of being human and it can sometimes take years to get to know someone, but when we hear other's stories we can identify with them on a much deeper level in a shorter period of time."

~ Theresa Ream



*Have you grabbed
your copy yet?*



BUY IT NOW



Theresa Ream

The X-Factor of Leadership: Creating the Future of Possibility



Leadership & Team Expert

Cathy Compton truly is a coach of Champions. For 20+ years, Cathy has been coaching championship teams and empowering leaders. With an extensive background in coaching world class athletes, Cathy has coached and/or consulted top level CEO's, Corporate Executives, Olympic Athletes, Business Owners, Major League Baseball, and elite professionals who are committed to peak performance. Cathy ranks as one of the most successful college coaches in NCAA Softball and is a member of 2 college Halls of Fame. Her expertise is building winning teams, developing empowered leaders, & training top performers how to communicate and collaborate for optimal results.



Let's start by distinguishing what leadership is NOT.

Leadership is not force or manipulation. There is no superhero cape, no kryptonite nor credit involved. It's not the position at the top of the mountain and it's not the title given once you've "made it". It's also not something to do. You don't "DO" leadership and if you must talk about it or generate attention around it, consider that's not leadership. Old school thinking would suggest that leadership involves inspiring and motivating others towards a vision/goal. While this may be useful, this type of leadership often creates FOLLOWERS who go as the leader goes. People become good soldiers under strong, inspiring, and motivating leaders, however, the relationship becomes somewhat transactional. The team then needs to be fed a dose of inspiration to produce and perform. If the leader stops leading the charge, the soldiers stop marching.

Leadership is not a "one size fits all" formula or a degree you can earn.

It's a way of "BEING" that creates an influence on people and impacts performance. Great leadership leads to great performance driven by people. Great leaders have the ability to unlock the power of people. There are thousands of books written on how Leaders MANAGE people, they set an example, they eat last. And while leadership includes management, it's much more than techniques, bottom lines and winning formulas. Management, as we know it, predicts the future using methodologies, tools & charts and is geared towards producing a result thru solving problems. Management does not, however, create new futures. Leadership does!



"People who try to use management when leadership is called for end up suppressing innovation." ~ John Kotler

There is no one-size-fits-all approach to leadership and what worked yesterday likely will not work today. Unprecedented leadership involves creating "NEW" futures. It's said that we have eyes in the front of our heads not the back so we can focus on and see where we are going vs where we have been. While it may be valuable to use the past to inform, the attention must be on the here and now and create a future of possibility.

LEADERS ARE PRESENT to POSSIBILITY! Being "present" is being right here, right now and is a developed skill in performance and leadership. One of my favorite quotes from the Peaceful Warrior is a scene when Socrates says "Where are you? **HERE**. What time is it? **NOW**. What are you? **THIS MOMENT!**" The ability to consider all the faculties and forces at play and take into account the team, the people, the bottom-line numbers and complexity of the situation yet be present to what matters most, separates those who are great managers from those who are great leaders and ultimately top performers.

LEADERS COMMUNICATE & EMPOWER THE TEAM! Leaders have the ability to be straight in their communication and they keep their attention and focus on **What's Important Now "WIN"**. I created a "WIN" philosophy when coaching college and professional championship softball teams and working with Olympic athletes. Managers tend to focus on the GAP, while effective Leaders focus on the GAIN. They create an empowering context that shifts the focus away from "what's missing" and predicting to minimize risk to acknowledging the progress and celebrating the accomplishments. They interrupt the "survival" based activities and focus on creativity and peak "flow" performance. People are left touched, moved, and inspired rather than scratching their heads trying to figure out what went wrong.

LEADERS FIND A WAY or THEY CREATE ONE. EXtraordinary leaders have an "X" Factor. They demonstrate mastery similar to that of a captain of a ship sailing to uncharted territory. In that respect, leadership is like sailing. You have a crew (who know their roles and what they are accountable for) and although the leader is the captain of the ship, they create opportunities for others to guide and direct the ship. They don't pull back when the water gets rough. They prepare and sail their boat into the wind. But isn't it obvious that the intent of the sail is to direct the boat in the direction the wind is already blowing? That would be "ordinary". EXtraordinary leaders do what others are unable or unwilling to do. Masterful sailors and leaders discover and use the power of the wind. They test it, go towards it, and form a partnership with the sail. In other words, they sail into the wind and transform the situation to use the wind to their advantage. What seems counter intuitive and not possible is quite possible to those who find a way. Leaders learn early on to sail into the wind and train their team to do the same.

In 2012 I had a powerful conversation with the owner of the Chicago Cubs, Joe Ricketts where we discussed what it would take to turn the last place Chicago Cubs baseball team around from a losing team into a championship team. It had been 103 years and they had not won a world series. Four years later the Cubs hoisted the world series trophy with the world watching in awe. I am clear that this seemingly impossible feat was accomplished because their coach and fearless leader, Joe Maddon, had trained the team to take on the challenges and obstacles and find a way to win. To sail into the wind and face the adversity head on versus moving away from it. A textbook lesson in powerful, impactful leadership.... And it worked!

Leaders essentially rewrite the "predictable" future to make what seems impossible POSSIBLE. Through effective leadership, ordinary people begin to produce extraordinary results and resignation or normalcy transforms into a world of possibility.



Cathy Compton

Looking for a Great Podcast Guest?

*Cathy has a range of topics lined up
for 2023 interviews including:*

- Unprecedented Leadership - Going Beyond the Obvious
- Don't Just Manage Teams, Lead People
- Leading From Adversity to Accomplishment

Book Cathy!



Cathy Compton / www.CathyCompton.com / 480.292.5322

Need a Great Resource to Share with New Connections?

How About a Free Lifetime Subscription of...

Marketing, Media & Money Magazine

The image features a central portrait of Patty Farmer, a woman with dark hair and a blue flower in her hair, resting her chin on her hand. Surrounding her are several overlapping covers of the 'Marketing Media & Money' magazine. The covers display various headlines such as '5 Year Anniversary Issue', '7 Questions to Ask Yourself Before Sponsoring an Event', '5 Marketing Trends You Can't Afford to Ignore', '3 Reasons Paid Ads Fail to Get Results', '5 Reasons Why You Need a Brand & a Brand Strategy', '7 Reasons to Say "Yes" to Becoming a Speaker', '7 Live Events As a Business Strategy', and 'Meet Ava Diamond'. The magazine covers are arranged in a fan-like pattern, creating a sense of depth and showcasing the variety of content.

Marketing Media & Money
5 Year Anniversary Issue
4th Q. 2021
Why You Need a Brand and a Branding Strategy

Marketing Media & Money
1st Q. 2021
7 Questions to Ask Yourself Before Sponsoring an Event

Marketing Media & Money
1st Q. 2021
5 Marketing Trends You Can't Afford to Ignore

Marketing Media & Money
1st Q. 2022
3 Reasons Paid Ads Fail to Get Results

Marketing Media & Money
1st Q. 2022
5 Reasons Why You Need a Brand & a Brand Strategy

Marketing Media & Money
2nd Q. 2021
7 Reasons to Say "Yes" to Becoming a Speaker

Marketing Media & Money
1st Q. 2020
7 Live Events As a Business Strategy

Marketing Media & Money
1st Q. 2020
Meet Ava Diamond

Leaders
Developing
Leaders

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

Be a Better Boss
The Parking Ticket
Paradox

An intimate chat
with our publisher
patty farmer

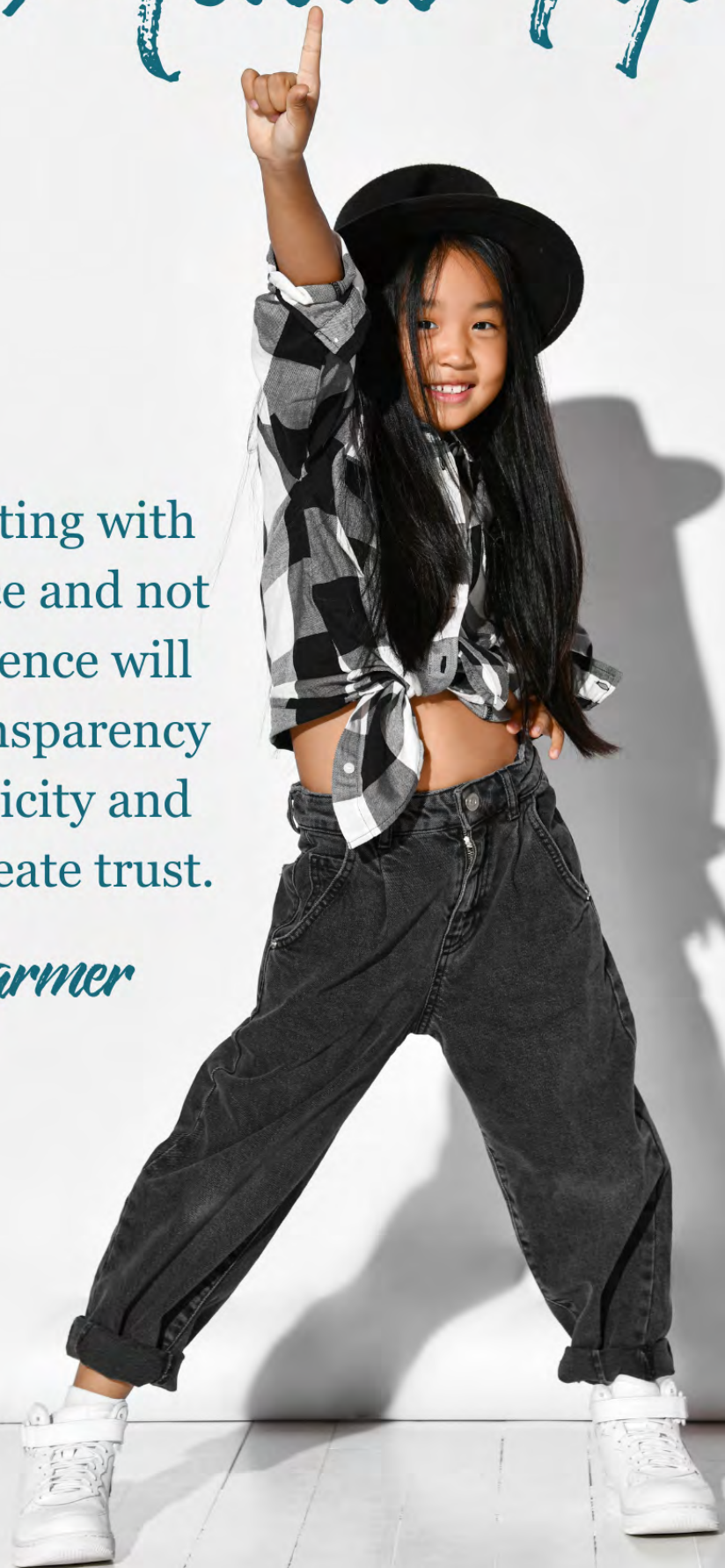
Thank you for sharing ❤️

MarketingMediaMoney.com

Media Tip

Communicating with
your audience and not
at your audience will
generate transparency
and authenticity and
ultimately create trust.

-patty farmer



Amplify Your Voice and Thrive in the Unique Value of YOU



Lori Hanson

Mindset Expert

Lori Hanson is The Success Whisperer, an Executive Performance Coach, Keynote Speaker and Author of 5 books. She creates experiences that Increase Awareness, Shift Perspective, and Inspire Action. She is the founder and CEO of Lori Hanson International which focuses on "Shifting Your Mindset for Success." She inspires women to amplify their authentic voice, own their value, and step up to their Next Level. Lori is committed to sharing her expertise with corporate leaders, business owners and sales leaders through speaking, coaching, live events and retreats. She believes you have NO Limits.

If I asked you, what your worth is today—what would you say? Would you need to stop and think about it, or would you have an immediate answer? Recently in my Next Level Leadership Women's Forum, I asked members what they were most proud of in the previous month. Some were proud of their kid(s), others of accomplishments at work. One woman said, "Well, I'm out of work right now, so..." It was such a profound thing to observe! This woman is a talented *force*, who made a conscious decision to take some time off, yet in the presence of other professional women diminished her value because she didn't have a job or title. Ever been there?

Some of my corporate female clients want that next title. I asked a gal recently, "Is it the title, the money, or the responsibility you want?" She said, "The responsibility," but energetically what came through was, "I'll be more valuable as the VP or Sr VP." But that kind of value is as volatile as the stock market! Your value does not come from your title as business owner or entrepreneur, or what you do. Nor does it come from the degrees or certifications hanging on your wall. Yet, many people scramble for the next certification, advanced degree, or the next trendy thing they feel makes them more credible in the marketplace.

When I started my business in 2008, I made the decision to lead an unconventional path. My "thing" is being unique. I was an Eating Disorder Coach with over 25 years real life experience with bulimia. I related to clients deeply, something authentic and valuable that came from being

As I first started out, I felt judged because I didn't have initials behind my name. But it was only an issue because I let it be one. And though I helped many girls and women find healing, I realized it's not why I'm here. Now? I'm confident in my value and have a strong 15-year track record of helping clients take quantum leaps.



Where does *your* value come from? It *doesn't* come from:

- what other people think of you
- what you did for your last client or at your last job
- how you were raised and your reaction to it (whether good or bad)

Your worth simply IS. Because you were born, you are worthy.

What things have you allowed to decrease or degrade your value? There are numerous things that can be a hit to your internal stock value when you're feeling vulnerable.

These are common:

SELF-TALK: One that goes with you every day, *all* day—your self-talk.

Where does your internal dialogue typically rate on a scale of 1-10?

1 = you regularly beat yourself up

10 = your internal cheerleader is the best!

BODY IMAGE: How do you feel about your body and your appearance? If you're not comfortable with how you look or feel, that can consciously or subconsciously decrease your value.

SUCCESS or FAILURE: What successes or failures have you experienced in life? I'll bet you could quickly tell me if you've enjoyed success in your life, or if being successful is a struggle. Where's the tipping point for you?

CONFIDENCE: Where is your level of confidence on a daily basis? If confidence is lacking, it can lead to being dissatisfied with your results: blowing a presentation, not asking the customer for the price you want or negotiating for your desired salary. Or, not using your voice to speak up and stand up for yourself.

Let's shift gears and look at some ways to flip the script on your value and self-worth.

1 -Accept that YOU are here for a reason. If you're still here, your presence is still required on this planet. You have value because you were born. No further justification is needed, period!

2 -Celebrate what makes you unique. What talents, gifts and superpowers do you have? Celebrate them, own them, and do whatever you can to make a difference in the lives of those you serve by utilizing the uniqueness that is YOU.

Often the widespread message in childhood is that unique is something to hide or make fun of. And the last thing most teens want is to be different. You wanted to fit in vs being the oddball, right? If you're still carrying that backpack, drop it! Contrast defines the beauty of life, *even* when it's challenging.



3 -Amplify and unleash your voice. As a speaker and singer, I've listened and watched many recordings of myself (talking, singing, speaking) for media, keynotes, etc. I know and am comfortable with my voice. I've heard *many* people (even actors) say they can't listen to or watch themselves—translation they don't *hear* themselves.

To own your value, you've got to *accept* the power of your voice. Take time to create clarity about how you want to show up in the world. What's most important to you, who do you serve and what do you want to say?

4 -Align with Joy. What are your waking thoughts? You have a choice to deliberately start your day with thoughts of appreciation and celebration of life. Before you rise, take two minutes to focus on your heart, now smile—set your intention to spread joy throughout the day. Sound corny? It's a huge shift of energy for how you show up.

5 -Live in FLOW. Improve your value by making a commitment to living in flow. Release resistance to things that annoy or irritate you. Shift from "fighting" to finding a resolution. You can flow downstream with ease or "fight" to paddle upstream. Living in flow fuels your confidence, voice, and joy.

*Most importantly...it will gently lead you to accepting
how amazing and valuable you truly are!*



Lori Hanson *The Success Whisperer*

Signature Programs

The Mindset You Need to Lead Authentically
Be the Person Others Choose to Follow

You Talking to Me?
Creating Collaboration, Compassion and Healthy Conversations in the Workplace

Speak Up, Be Heard
Permission to Reach Your Next Level

Go For GOLD!
3 Keys Elements to Fuel Your Brain for Success



We were touched by your stories, challenged by your message and inspired to take action. Your talk was rich with wisdom to improve our lives. The seeds you planted will change us for the better."

Kathleen R. Haile Community, National President, CenturyLink Women

"Lori's keynote was amazing! She was super engaging with the audience and kept us on our toes. It wasn't just a lecture, she gave us key takeaways with tangible things to work on to increase our confidence and compassion."

Myranda Whitesides, Speaker Liaison, Mile High SHRM Annual Conference

Clients Include:



CH2MHILL



CenturyLink



Lori creates experiences that will **Increase** Awareness, **Shift** Perspective, and **Inspire** Action.

Her energy, passion and enthusiasm is delivered in a dynamic and engaging way that captivates your audience; big or small. People love her transparency and personal stories that touch your soul. She is funny, open and easy to relate to. Her inspirational style is contagious and practical tips encourage your audience to take action. She lights the path to BELIEVE anything is possible. YOU Have NO Limits!

She is the award-winning author of 5 books.



Book Lori for Your Event

720-346-4640

Inquiries@LoriHansonInternational.com

LoriHansonInternational.com

The Profitable Power Partner Formula



Follow-Up Expert

Debbie Hoffman is a heart-centered sales & follow-up expert, speaker and founder of “Power-Up! Your Follow-Up.” She works with relationship-driven entrepreneurs, coaches, and network marketers who are letting potential clients and income slip through the cracks because they don’t have a reliable sales & follow-up system in place. Her proven step-by-step formula supports them to have more ideal clients saying “yes” to working with them. Her mission is to support entrepreneurs to share their gifts and get their message out in a big way so they can create the impact they’re here to make.

In my last article about Heart-Centered Follow Up, I shared tips and strategies to improve your networking results. One of the strategies I recommended was to attend networking events with the intention of finding “Power Partners” to collaborate with, instead of just looking for clients. This approach will lead to many more clients in the long run.

In today’s article, I will share some strategies for developing deep, meaningful connections with your Power Partners, which will result in enrolling more of your ideal clients and growing your business.

What is a Power Partner?

My definition of a “Power Partner” is a business owner who has similar clients as you but is not in competition with you. These entrepreneurs meet clients all day long who are also YOUR ideal clients. Developing relationships with Power Partners can provide an easier and more enjoyable way to grow your business.

The Power Partner Strategy:

It’s important to have a clear, effective strategy in place to find your ideal Power Partners and a process to follow up and nurture these relationships. Otherwise, you’ll just be winging it and you won’t get the desired results.

Here are some steps to take:

- Make a list of professions that are good power partners for you. If you’re a realtor, great Power Partners for you are mortgage brokers or loan officers. Ex: good Power Partners for me are marketing coaches, branding coaches, social media experts, and speaker coaches.
- When you attend events, set the intention of finding Power Partners. When you meet someone who you think could be a great Power Partner for you, make sure to let them know that you think you could be great Power Partners (be enthusiastic).





- Ask if they'd like to get together to learn about each other's businesses and see how you might support each other. (Note: Don't assume that they want to get together and first ask for permission). If they say yes, I recommend that you immediately schedule the meeting.
- Set the intention of the meeting. Be very clear with them when you're scheduling the appointment that the purpose of the meeting is to get to know each other and see how you can support each other (not to SELL to each other) and at the meeting make sure to start by reminding them that you are there to support each other.
- Be prepared with the questions you're going to ask to learn how you can support them. Always let them share first. Even if they ask you to share first, resist the temptation. As they're sharing what they do, think of clients and partners you can refer them to as well as resources you can share with them.
- Share with them who your ideal clients are, describe the problem you solve, and the results that your clients receive when working with you.
- Create referral language to give to your partners to make it easy for them to refer people to you. When you make it easier for them to refer people to you, you'll receive more referrals.
- Ask them to share their referral language with you so that you can have a clear idea of what to say when recommending them to others. If they don't have language already, let them use your referral language as a template to create their own language. Prospective Power Partners are always grateful when I am able to reduce their workload.

- If there's a good fit and your values and beliefs are aligned, make sure to schedule an appointment for the next meeting so you can get to know them better and deepen the relationship. Trust is created over time

This is where so many entrepreneurs drop the ball. If you don't schedule the next meeting immediately, they are more likely to slip through the cracks and fall off your radar, resulting in wasted time and energy.

Here are some questions you can ask during the "get to know you" coffee meeting:

- Who do you serve and how do you support them?
- When did you start your business?
- What inspired you to start your business?
- Who would be a perfect referral for you?
- What should I be listening for to be able to refer someone to you?
- What do you have going on in the next 6 months that I can support you with?

Benefits of Having Good Power Partners:

- Developing a handful of Power Partner relationships will provide a consistent stream of referrals and create a thriving business.
- When someone is referred to you, you have instant credibility which shortens the sales process.
- Research shows that when someone is referred to you, the likelihood of them saying 'yes' to working with you increases by 300%. They will do business with you 2 ½ times longer and are 2 ½ times more likely to refer other people to you.

One of my clients, Jill (a Life coach, Energy Healer, and Hypnotherapist), formed a relationship with another health practitioner who works with similar clients but isn't in direct competition with her. Over the following years, that practitioner has referred over \$100,000 in business to her and they are planning on hosting a retreat together this summer. Now, her business is growing so much faster with less effort. That's the value of creating Power Partnerships!

It's critical to have a process for developing and nurturing relationships with your Power Partners. What I have realized over the years is that building your business on your own is challenging. It takes a village.

When you have a Power Partner strategy in place you can reach so many more people. You'll get outside of your own backyard, build your business more quickly with less effort, and make a bigger impact in the world.

*Are Potential
Clients & Income
Slipping Through
The Cracks?*



Power Up Biz Quiz

Take this short assessment and discover where potential clients and income are slipping through the cracks. Plus, you'll receive Authentic Conversations: 3 Templates to Connect...Serve...And Sell From The Heart



I WANT YOUR ASSESSMENT!

Luxury, Learning & Leisure: How to Craft the Perfect Retreat Experience



Linda Cain

Event Expert

Linda Cain, CEO & Founder of Blu Diamond Events is all about events. Whether in-person, virtual, hybrid or high end destination retreats, Linda and her team at Blu Diamond believe that hosting events is the number one way to drive revenue to your business, create lasting relationships and community, and expand your visibility and influence to be purposely impactful. They help their clients map out a 6 & 7 Figure Event Driven Business success plan using events as part of their marketing strategy and focusing on key activities that will drive revenue, fill their events and create extraordinary experiences. **SCHEDULE A CALL WITH LINDA.**

Does your ideal client dream of escaping their daily grind while also embarking on a journey of relaxation, learning, and making meaningful connections? If so, crafting the perfect balance of leisure and learning for your next retreat could be just what you need to achieve profitable results. Whether it's a mindfulness-based yoga retreat in Bali or an eco-tourism trek through Costa Rica, finding the ideal blend of education and enjoyment is key to attracting luxury-seeking clients while still delivering valuable experiences that promote personal growth. Let's dive into how to craft the ultimate retreat experience that maximizes both fun and profit!

How to profit from experiential retreats?

When we talk about experiential retreats, we're referring to an event that strikes the perfect balance between leisure and learning that you have invited your clients to pay to attend. There are a variety of ways to achieve this profit balance, but some of the most common include offering engaging workshops, speakers, and activities while also providing plenty of time for relaxation and networking. The key is to find the right mix of elements that will appeal to your target audience and help you reach your business goals.

For example, one of our clients charged \$10,000 per person to attend a Villa Winery Experience in Tuscany, Italy. It included 5 days, all meals and a couple excursions, wine tasting and tons of leadership and personal development training. With 10 ladies and a base cost of \$3200 per person she was looking at a \$50K profitable event.

With the right strategy and experienced support, you too can create a profitable retreat that attendees will love and grow your bottom line.





Planning the Perfect Retreat

1: Decide on logistics. When planning the perfect retreat, consider the location, dates and more to make it a success. Negotiate a contract for an event location that is comfortable and has all the amenities you need, including meeting rooms and overnight accommodations and, if possible, all-inclusive meals each day.

2: Determine the dates of your retreat. If you are planning a longer retreat, be sure to factor in time for travel and down time in between activities. Once you have the basic details worked out, start thinking about the elements that will make your retreat enjoyable and productive for everyone involved.

3: Design curriculum that delivers on your promise. Take the time to design curriculum that is both engaging and relevant. Ensure that your guests get the most out of their experience.

Keep your audience in mind – Be sure to consider the needs and interests of your target audience. What topics will they find most beneficial? What format would they prefer? Keep these factors in mind as you develop your program.

Make use of technology – In today's world, technology is a powerful tool that can be leveraged to enhance the retreat experience. From online course materials to live streaming lectures, there are endless possibilities for making your retreat more interactive and engaging.

Schedule strategically – It is important to schedule activities carefully. Group similar activities together and allow for breaks in between so guests can process information and enjoy some leisure time.

By following these tips, you can craft a curriculum that is enjoyable and educational for all involved!

4: Create a strategy to “fill the seats.” To ensure your retreat is successful, you need to market it effectively to your target audience. Here are some strategies and tips to reach your audience and promote your retreat:

Define your target market - Who do you want to reach with your marketing? What are their needs and interests? Once you have a good understanding of your target market, you can develop marketing messages and strategies that appeal to them.

Use a variety of marketing channels - Don't just rely on one method of marketing; use a mix of channels such as social media, email, direct mail, and print advertisements. This will help you reach a wider audience and increase your chances of success.

Get creative with your marketing - Be sure to stand out from the competition with fresh, creative ideas for promoting your retreat. This could include events, contests, discounts, or other unique offers.

Measure your results - Keep track of your marketing efforts and analyze the results to see what's working and what isn't. This will help you fine-tune your strategy and ensure that you're making the most efficient use of your time and resources.

5: Develop a follow up plan for lasting impact. One of the most important aspects of planning a retreat is ensuring that there is lasting impact long after the event is over. This can be achieved by developing a follow up plan to keep participants engaged and motivated.

There are a few key elements that should be included in a follow up plan:

Make sure to schedule check-ins with participants. This could be done via email, phone, or video call. These check-ins will allow you to gauge how participants are doing and if they are implementing what they learned at the retreat.

Stay in touch with participants through social media and other channels. This will help to keep them engaged and motivated about what they learned at the retreat.

Offer additional resources and support as needed. This could include online courses, books, or other materials that would help participants continue learning long after the retreat is over.

Events hold the power to transform your bottom-line success and empower you to transform lives and create a profitable business that is an expression of your talents, your purpose, and

If you are ready to make events a crucial part of your business success strategy, let's talk!

Show me how to: Host, Fill & Profit

[CLICK HERE](#)

EVENTS BY BLUDIAMOND

PROFITABLE EVENTS: THE COMPLETE GUIDE

Our Proprietary Formula For Producing Consistent
Live, Virtual Hybrid & Retreat Event Profits

The logo for BluDiamond, featuring the word "BluDiamond" in a stylized, blue, serif font. A small diamond icon is positioned above the letter "i" in "Diamond".



By Linda Cain,
CEO & Founder Events By Bludiamond

Mastering Ca\$h Flow to Drive Profit and Growth



Krista Beavers

Strategic Accounting Expert

Krista Beavers is the founder of Guardian Accounting Services, serving the public for 10+ years. She is a speaker on finance and shares her signature customized system, Dress your Business For Success, with audiences in California and beyond. She services clients across the United States. Her services are customized to the needs of the client, from accounting, consulting, payroll to CFO. Her business growth is driven by referrals from satisfied customers whose businesses have grown using her services. Krista works directly with her clients to make the decisions that will drive growth, including how to scale the business at the right time.



Are you having trouble managing your cash flow? You're not alone. It's one of the most common problems for entrepreneurs and business owners. But here's the **good news**: it doesn't have to stay that way!

Look around you. Everything in your life that brings you joy is the result of managing your finances wisely. When money moves smoothly - when you have enough in the bank to pay your bills and buy what you need while still investing in yourself - that's cash flow balance. It's more than just having money in the bank - it's about feeling secure knowing it's there. Cash flow doesn't happen by magic. It takes a plan, ongoing effort, and work!

Money is constantly on the move and understanding the movement of your money can be overwhelming. To gain that insight into your business health and wealth, you need to become familiar with the three main types of financial statements: the balance sheet, income statement and cash flow statement. These documents show the assets and liabilities of your business, measure revenue and costs, and track cash flows from operating, investing, and financing activities. By studying these three documents you'll gain valuable insights into your cash flow and be able to make more informed decisions about your business.

Let's review each of these three financial statements and how by studying these documents, you'll gain valuable insights into your cash flow and be able to make more informed decisions about how to manage it, maintain it and grow it!

"The more a business owner knows about their cash flow, the more empowered they become."

~ Nick Chandi, Forward, AI CEO



1. Income Statement: shows a company's revenues, expenses, and profitability over a period of time.

Most business owners are familiar with the income statement, also known as the profit and loss statement. An income statement allows you to assess how efficient your company is in converting operating expenses into revenues. Not only is this financial statement key to determining your company's long-term profitability, but it also helps inform important decisions you might need to make, such as whether to purchase expensive equipment or wait until you're in a better financial position.

By looking at the income statement, you can determine if increasing revenues or decreasing costs can help your business generate a profit. The income statement even shows how effective the strategies applied at the beginning of a financial period were. An income statement gives you an insight into operating revenues, expenses, and cost efficiency.

2. Balance Sheet: a financial statement that contains details of a company's assets or liabilities at a specific point in time.

The balance sheet although used by most business structures for tax preparation, it is often overlooked by entrepreneurs and business owners. A balance sheet is an accounting tool that reveals a company's liabilities, assets, and owners' equity net worth. It gives interested parties, like yourself or investors/partners an understanding of the financial position of the company, so you can make well-informed business decisions. A balance sheet also indicates whether the business is making losses or profits, so you can plan your future steps accordingly.

Essentially, a balance sheet offers a way to look inside and outline what your business is worth. Understanding the balance sheet and its contents is key to ensuring that you have an up-to-date understanding of your business' financial situation. It's not enough to just start a business - having a grasp of the fundamentals of running a successful business will help you make smart strategic decisions that will benefit your business health and wealth in the long run.

3. Cash Flow Statement: a financial statement that summarizes the amount of cash flowing into and out of a company.

The third and arguably the most important financial piece to your business success is the cash flow statement. The cash flow statement is a key tool for keeping your business finances in the black. It will show exactly how much money you have both coming in and going out - giving you an accurate picture of your financial health. Knowing this information allows you to make better decisions and more strategic investments, giving you a better chance at achieving long-term success.

Your cash flow statement tells you how much money you need to invest in new projects, unexpected bills, pay employees and vendors, and so much more. It acts as a vital tool that helps you identify if there are issues with credit, collection policies, customer relations, or other areas that can affect your bottom line. Finally, having a clear understanding of your cash flow helps you identify areas for growth, improved efficiency, and increased profits. A well-managed cash flow statement can be the difference between success and failure for any business.

It can be easy to get bogged down in the day-to-day and lose sight of the larger financial picture of your business. That's why your business's financial statements are so important — they provide critical insights into the overall health, wealth, and performance of your organization. By examining these statements together, you can gain a 360-degree view and make informed decisions about where to allocate resources and plan for the future.

The success of any business relies on the ability to make sound financial decisions. Additionally, don't forget that intuition and knowledge are important in making an informed decision. Recent successes can provide valuable information for making important investments and growing your business. Business growth depends upon not only examining financial statements carefully, but also developing an understanding of their implications. Be sure to do both to make the best possible decisions for your business.



MAKING MONEY MATTERS

DON'T LET INITIAL SETBACKS OR
UNREALISTIC EXPECTATIONS STOP YOU.

Guide Me!

I WANT TO MAKE MONEY!

Krista Beavers


GUARDIAN
ACCOUNTING, INC.

DRESS YOUR
BUSINESS FOR
Success



Up Close and Personal With...



Tonya Gossage

What does success mean to you?

Success is when I see the aha moments on the faces of clients. When I help my clients solve their problems. When I exceed my goals. And lastly, the opportunity to provide for my family and soon to retire my mother from her job.

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

First, to build their business around what they are passionate about and aligns with their interests and strengths. By having the passion and the strengths it will give you the motivation and determination to work hard and overcome many of the challenges. One thing I've learned though, if you want to make real money, you must evaluate your passion and the field or industry you are about to start your entrepreneurship. You could be very passionate about a particular hobby, but it is not financially a good business decision long term.

Conduct Market Research. This will help you identify any gaps in the market and opportunities to differentiate your business from others. Create a business plan. It's a roadmap to guide you through the initial stages of your business. Once you create the plan, you must keep it updated. This is where many business owners fall short.

Build a strong network. Networking is essential for every entrepreneur. Attend events both virtually and in-person. Join professional organizations and connect with like-minded individuals to expand your network. In my opinion, this one is one of the most important. Your network is your net worth.

Hire a coach and then model, mimic, and master what they've done. This will escalate your success by years!

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

Building my own financial freedom plan and not someone else's. When my "inner power" and self-confidence stepped up, I realized I had the skills, knowledge, and leadership, I took the leap of faith and walked away from my 9-5 job and started my own business with zero dollars in my business account. I had a vision, and the rest is history.

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

Finding a mentor or coach to help them be successful in today's environment. Look at professional athletes, they don't just get out on the field or court to play, they are "coached." They may be good at what they do, but to win they must have a coach. It's the same in business, a great coach has a coach or coaches.

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

I'm a deeply driven individual. I want a lot of things and it takes money to get those things. I want to enjoy life with my kids, grandkids and my family while I'm alive, but also, I want to leave enough behind that my kids don't have to struggle when I'm gone. I have this need inside of me (why I don't know, but I do) that I need to prove to myself that I can be wealthy without having to spend years in college. That has been important to me since I was about 20 years old. That desire still lives in me today!

I also have a passion for helping others repeat the success that I've had. I know that there are individuals out in the world who desire success but don't know how to get it and I know that I can help them. Knowing that the same drive and passion I had lives in other people drives me daily to want to help others succeed. I've helped so many reach their dream goal and that ties back to what success means to me – it fuels me.

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

I would have to say, "stop delaying the toughest tasks." I still do it sometimes and it bites me every single time.

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

Social Media Stories, Reels and Videos. I'm working on getting comfortable with being uncomfortable. We all know that the more we do something that we are uncomfortable with the better we get.





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

Podcasting. I had many people tell me I should become a podcast host. Self-confidence was an issue until I got started and then I fell in love with podcasting. Now, it is one of my favorite things I do in my business.

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

Build a large network of friends and colleagues. It's all in you know and more importantly who knows you!

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

I read and listen to a lot of books. My quick pick would be:

- **Be Obsessed or Be Average** by Grant Cardone
- **The Big Leap** by Gay Hendricks
- **Secrets of the Millionaire Mind** by T. Harv Eker

What do you love most about your business TODAY?

Helping people solve their problems and interviewing guests on my podcast

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

Know and understand "Who You Are" – "Who Am I". Once I made a list of "Who Am I" My Inner Power kicked in and I began to realize how successful I could become.

What's next for you?

I want my personal brand to be known in multiple countries and the best way I know how to do that is through podcasting. I'm working on a plan now to create a business of its own through podcasting.

Check out Tonya's Podcast!



Influence and Growth Mastery

Money Tip



Create campaigns
to incentivize
your brand
ambassadors to
help spread your
message & drive
conversions.

-patty farmer



Think Like a CEO and Expand Your Influence

Dr. Sam Adeyemi

“What is the highest position I could rise to in this organization?” That is the question I asked myself when I joined an organization some decades back. It had a great impact on my career. It gave me a clear vision for the future. I saw challenges and opportunities beyond those of my position and read books that my CEO should be reading. These days I encourage employees to think like they are CEOs. And I further encourage this action with helpful assessments and exercises in my book, *Dear Leader: Your Flagship Guide to Successful Leadership*

HOW TO THINK LIKE A CEO

I was training the employees of a real estate corporation a few years back. I told them that it was a rare opportunity for them to work with their boss, a very successful entrepreneur. I advised them to work to learn, not just to earn.

When you think like a CEO, you have a high sense of responsibility. You think like an owner, not just an employee. You align better with the vision and values of your organization, and you recognize opportunities where other employees see obstacles.

To think like a CEO, ask yourself these questions:

1. If I were the CEO, what skills would I need to succeed?
2. If I were the CEO, what books would I be reading?
3. If I were the CEO, what would I change to dramatically increase the results of the organization?

When you think like a CEO, you will be more strategic in your work, creating success, not only for today, but also for tomorrow. You will also rapidly expand your influence.

BECOME A PERSON OF INFLUENCE

Our world is in desperate need of exceptional leadership at all levels right now. You can cash in on the opportunity by developing your influence skills. You are born with the capacity to alter the states of people, places, and things. However, most of that capacity is dissipated because there is often no intentionality or structure to our influence.



Have a vision of influence. Influence is first imagined before it is realized. Here are some ideas on how to build influence.

Add Value to People - People will value you to the degree which they perceive your added value. I started a radio broadcast just a few days after my 28th birthday. I shared the principles for success that I learned while trying to overcome the limitations I faced. I was amazed at the response from the public. My influence expanded rapidly.

Build Relationships - Love and encourage people. Bear in mind that the platforms that connect people have changed. Leverage technology. Be a team player. Be collaborative. There are things we cannot achieve without cooperating with others.

Build Competence - You also need to develop skills. Become an expert in one or more areas of competence. Then share your expertise with others.

MAKE THE RIGHT FRIENDS: CHECKLIST

Take a sheet of paper right now and write the names of the seven people closest to you. You are literally looking at who you will be, what you will be doing and what your income level will be some years from now. There is power in association. Here are some useful ideas for making friends.

Choose Friends with Similar Goals and Values - You shouldn't be in the same vehicle with someone if you're not headed in the same direction. Friends with similar goals and values hold you accountable. Those that don't hold similar values have the tendency to make you compromise.

Choose Friends Whose Qualities Complement Yours - We all have strengths and weaknesses and are more productive when we leverage the strengths of others. For example, if you are introverted, have friends that are extroverted.

Choose Friends Who Are More Successful - You need to associate with people at the next level you desire. They will stretch your mind to accommodate new possibilities, which is exactly what you need to dream bigger and to dare things you have not done before.

As you plan for the next phase of your career, think like a CEO, take steps to become a person of influence and make the right friends. The sky won't be your limit; it will be another level for you to launch to your place amongst the stars.

"Example is not the main thing in influencing others, it is the only thing." ~ Albert Schweitzer



Dr. Sam Adeyemi is a global speaker, strategic leadership expert and author, who is focused on shifting people's mindsets so they can see possibilities and become those possibilities. Visit his website [HERE](#). Check out his books [HERE](#).

Ready to up-level the *direction* of your business?

- ✓ Make Local, National & International Connections
- ✓ Build Relationships with Like-Minded Professionals
- ✓ Share YOUR EXPERTISE & Learn From Others
- ✓ Personally Connect with & Get to Know Our Columnists
- ✓ Exchange Ideas, Information, Events & Resources

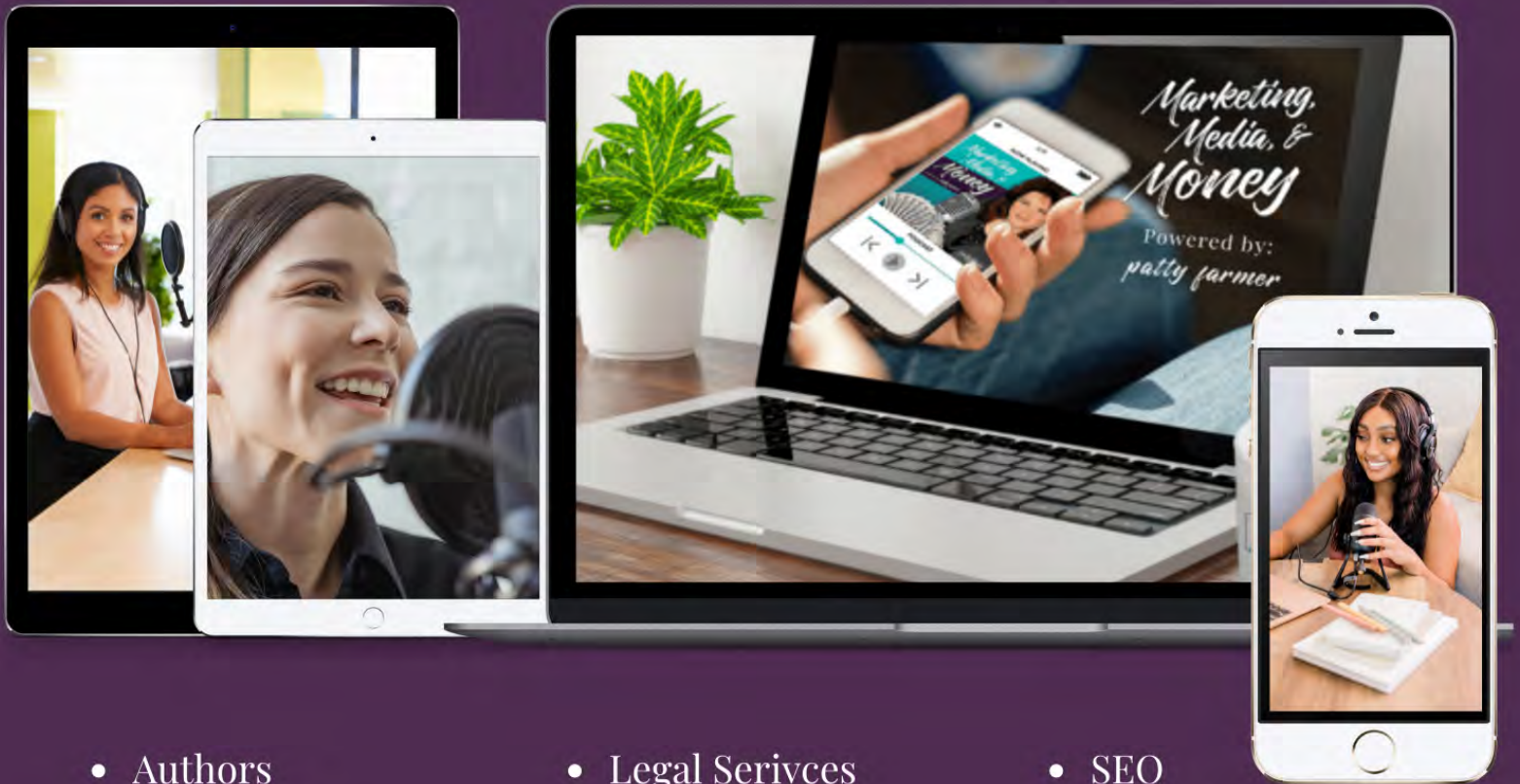


Join the Marketing, Media & Money Magazine & Podcast Facebook Group for Entrepreneurs & Small Business Owners

Join Now!

Industry Experts are Invited to Apply to be a Guest On the...

Marketing, Media & Money Podcast



- Authors
- Consultants
- Content Creators
- Copywriters
- Designers
- Event Planners
- Finances
- Legal Services
- Media
- Podcast Hosts
- Public Relations
- Publishing
- Sales
- SEO
- SEO
- Social Media
- Speakers
- Stylists
- Trainers
- Travel Industry
- Wealth Management



plug in. power up. get paid.

Yes! I'd like to apply.

The Marketing, Media & Money Magazine is designed to serve and support entrepreneurs, small business owners, and speakers by showcasing industry experts and global influencers who generously share their knowledge, strategies, and resources on what's working now to help you scale your business.



[Click Here for Your Free Lifetime Subscription!](#)