

Marketing Media & Money

4th Q. 2023

**Secrets to Becoming a
Powerhouse Influencer**

*A Seasoned
Virtual Event
Planner
Spills the Beans*

**Differentiating
Your Offer
with AI**

*Meet...
Molly Mahoney*

**“Go Live &
Monetize” and
Ai-ify™ Your
Business!**



*The Untapped Power
of Masterminds*

**Leadership...
a Mountain
with No Top**

*Reclaim Your Identity
and Achieve
Extraordinary Results*

**Empower Mid Life Women
Entrepreneurs by Boldly
Building Community**

**From Imposter to
Influencer: A Journey for
Ambitious Entrepreneurs**

**Make Smarter
Moves Today
Unleash Progress
with Professionals!**

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

Welcome to the 4th Quarter issue of **Marketing, Media, & Money Magazine**, where in this last quarter of the year, we invite you to focus on finishing the year strong while setting up 2024 to be the year you step into the most productive and profitable year of your business AND designing it with the lifestyle you want to live in mind. We will explore weaving together transformative strategies and unique insights, all aimed at amplifying your influence, differentiating yourself from the noise of your competitors, and disrupting the marketplace.



Here at Marketing, Media, & Money Magazine HQ we have a people-centered vision and are dedicated to building a community of collaboration and inspiration, inviting you to step into your full potential and to see what's possible.

As the business landscape continues to evolve, so does our approach to navigating it. In this issue we focus on strategies that will move the needle in your business, increase your influence and impact, and cultivate a thriving community.

Building a successful business can often feel like assembling a puzzle, each piece integral to the final picture. In this issue we focus on the fundamental elements that dramatically boost your return on investment and can act as catalysts for business growth and transformation.

We will take a journey together and explore... The Untapped Power of Masterminds, The Secrets to Becoming a Powerhouse Influencer, From Imposter to Influencer: A Journey for Ambitious Entrepreneurs, Differentiating Your Offer with AI, and Leadership... a Mountain with No Top.

We also share A Seasoned Virtual Event Planner Spills the Beans, The Fortune is in Heart-Centered Follow-Up, Reclaim Your Identity and Achieve Extraordinary Results, Make Smarter Moves Today – Unleash Progress with Professionals, and Empower Mid-Life Women Entrepreneurs by Boldly Building Community.

We offer you more than articles. We offer experiences, insights, and tools that can transform your business journey. Dive in, soak up the wisdom, and let these narratives guide your path. And as you embark on this journey, don't forget to invite your colleagues to join. Together, you can turn these insights into impactful actions, unleashing the true potential of your business.

We really enjoy hearing from 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.

-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



36-38



48-51



12-14



27



18-20

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Marketing, Media & Money

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international

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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

The Untapped Power of Masterminds



patty farmer

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.



In a world filled with innovation and fierce competition, where ambitions run high and dreams are even higher, it's crucial to understand that true success goes beyond individual brilliance. Welcome to the realm of masterminds, where the unsung champions of entrepreneurial achievement come together. These aren't just ordinary groups; they are powerhouses fueled by collective intellect, ambition, and unwavering determination. If you're an ambitious entrepreneur or small business owner who's ready to turn your business journey from ordinary to extraordinary, then joining a mastermind isn't just an option; it's a transformative invitation to take advantage of the collective wisdom of like-minded rule-breakers.

Let's explore the benefits of masterminding in more detail and discover how you can make the most of them.

1. Expertise Access Benefits

In the world of masterminds, access to expertise is like discovering a treasure trove. It's your direct line to experts and industry leaders who've faced challenges that are similar to yours. These seasoned experts can provide you priceless shortcuts to success since they have successfully navigated the turbulent waters of business.

Strategy: Host expert panels within your mastermind group. Extend invitations to thought leaders and global influencers inviting them to share their insights and perspective giving your group access to top-tier knowledge.

2. Collaborative Learning Benefits

You step into a melting pot of viewpoints and experiences. It's an environment that enriches your learning journey. The combined knowledge of a diverse group weaves a richer learning tapestry, drawing from multiple industries and backgrounds.

Strategy: Facilitate group discussions on trending strategies and topics. This encourages the sharing of unique ideas and insights.

3. Accountability Benefits

Accountability in a mastermind is your secret weapon. You have a group to report to—a motivating factor that drives you to meet your stated objectives. It's a powerful force that keeps you on track.

Strategy: To enhance accountability, implement monthly progress checks. This allows members to share their achievements and challenges, cultivating a culture of responsibility within the group but also provides learning points for others. It's about lifting each other up as we pursue our ambitions.



4. Networking Benefits

Imagine expanding your professional network with individuals who can offer not just support but the potential for partnerships, collaborations, and deep-rooted business relationships. It's far more than a simple exchange of names; it's about forging connections that stand the test of time.

Strategy: Consider providing networking opportunities via an optional in-person mastermind or retreat once or twice a year where your members can come together to deepen the relationships formed and to foster collaborative opportunities.

5. Innovation Benefits

The creative energy flows freely, sparking innovative solutions. Diverse perspectives challenge established norms, giving rise to fresh, creative, and unique ideas.

Strategy: Include 'idea marathons' to inspire idea generation, encouraging members to brainstorm, think laterally, push boundaries, and refine ideas collaboratively.

6. Resource Sharing Benefits

Within a mastermind, the spirit of generosity shines as members frequently contribute invaluable business tools, strategies, and resources. These shared resources not only save time and money but also prevent potential missteps.

Strategy: Consider creating a digital repository assessable to members at any time. This central hub becomes the go-to place for resources, ensuring easy access and providing regular updates and empowering each other with the tools of success.

7. Personal Growth Benefits

Personal growth is as essential as business development. A thriving business is led by a well-rounded individual who has mastered both the art of entrepreneurship and the art and balance of life.

Strategy: Add workshops or bring in experts who specialize in areas beyond business, such as mental well-being, interpersonal skills, and life balance, fostering a balanced life and business.

8. Problem Solving *Benefits*

Masterminds use the power of collective wisdom and a group approach to reveal complex and multifaceted solutions that might not have found on their own.

Strategy: Engage in frequent "hot seat" sessions, where each member presents a challenge, and the group collaboratively brainstorms solutions. Utilize collaborative tools, such as whiteboard sessions or digital mind-mapping software, enabling members to visualize and build upon each other's suggestions.

9. Motivation *Benefits*

Connecting with like-minded professionals on a regular basis reignites passion around their purpose and the lifestyle they desire. Witnessing peers overcome challenges or achieve milestones fans the entrepreneurial flame within us.

Strategy: Celebrate each other's success stories, big and small, rekindling motivation across the group but also educating members on the strategies that lead to success and sharing the journey and lighting the path for one another.

10. Confidential Environment *Benefits*

The sanctuary of a mastermind provides a safe space to openly discuss challenges and opportunities. Understanding that business can be a demanding journey, and having a judgment-free zone to navigate hurdles is both liberating and invaluable.

Strategy: Establish and honor strict confidentiality agreements, ensuring that every member feels secure sharing openly to foster personal connections and to create an empathetic and confidential environment.

"We find comfort in people who think like us, however, surrounding ourselves with people who inspire us to take action is where we will experience the most growth." ~ patty farmer

Harnessing the collective intelligence of a mastermind group is a game-changer. It not only accelerates problem-solving and innovation but also nurtures a profound sense of community and support that often eludes solo entrepreneurs. By integrating these strategies, mastermind groups continuously adapt and evolve, ensuring they provide unparalleled value to their members.

In conclusion... joining a mastermind is more than a commitment. It's about immersing yourself in a vibrant ecosystem of growth, knowledge, and collaboration. The strategies woven into each benefit ensure that the mastermind remains an ever-evolving, valuable, and fulfilling experience. Masterminds provide a trustworthy compass in a world full of challenges AND opportunities, showing us the path to long-term success and serving as a constant reminder that **together, we achieve more.**

Marketing, Media & Money Mastermind for Coaches

There are **1.5 MILLION** searches done monthly on Google for a Business, Life, or Executive Coach.

Are they hiring **you**? If not...

I can fix that!



Yes! I want to attract & convert more of my ideal clients.

From Imposter to Influencer: A Journey for Ambitious Entrepreneurs



Tonya Gossage

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.



The Crippling Shadow of Self-Doubt

We've all been there. That nagging voice of self-doubt creeping in, making you question if you really have what it takes. It stems from various factors like perfectionism, external pressures, and mental health issues. Imposter syndrome creates anxiety and worry that affects performance and self-esteem. You're not alone. Many ambitious entrepreneurs grapple with imposter syndrome on their journey to becoming influencers. But here's the good news - with the right mindset and strategies, you can make the transition from...

"I have written eleven books, but each time I think, 'uh oh, they're going to find out now. I've run a game on everybody, and they're going to find me out.'" ~Maya Angelou

Growing Beyond the Fear of Exposure

First, know that feeling like an imposter is normal. Putting yourself out there is scary. You might feel like a fraud or worry you don't have enough expertise. Here's the thing, though - no one starts out as an expert. Even the most successful entrepreneurs and influencers have experienced insecurity and moments of doubt. Don't let the imposter syndrome stop you from going after your goals. You have unique experiences and perspectives to share. Imposter syndrome should be seen as a chance for self-awareness and growth, not an enemy. It is an invitation to learn and gain confidence.

"No matter what we've done, there comes a point where you think, 'How did I get here? When are they going to discover that I am, in fact, a fraud and take everything away from me?'" ~ Tom Hanks



Embracing Growth with Patience and Kindness

Start by being kind to yourself. Re-frame limiting thoughts like "I'm not good enough yet" to "I'm still growing and learning." Building confidence and skill takes time. It's a marathon, not a sprint, so give yourself permission to be imperfect as you find your voice. Focus less on seeking external validation and approval, and more on showing up consistently, getting comfortable with being uncomfortable, and nurturing your craft.

Clarifying Your Unique Brand and Message

Next, invest time in building your personal brand. Get very clear on your niche, ideal audience, and core message. Think deeply about how you want to be known and seen. Then, craft and share content that provides genuine value to your audience. Don't try to be everything to everyone - play to your unique strengths and perspective. Share relevant stories, tips, and insights that align with and reinforce your brand. Having a content calendar system can help you stay organized and consistent. There are great tools like Asana, Trello, Sociamomials, and others to map out your posts and topics in advance. Schedule time for content creation. It's best to not post randomly - follow a plan.

Harnessing Digital Tools to Amplify Your Message

You can leverage social media tools like Buffer or Hootsuite to queue your content and save time. Create content bundles around topics to streamline posting. These tools will provide you with analytics to see what resonates so you can refine your approach.

Engagement: The Real Measure of Influence

You do want to be careful not to get hung up on vanity metrics like follower counts when putting yourself out there. While growing your reach is important, engagement and trust are more critical. Worry less about the numbers and more about resonating with your audience, building relationships, and starting conversations. Provide value, listen, and engage authentically.

Building Bridges: The Power of Networking and Collaboration

Speaking of engagement, networking, and collaborating with others is a pivotal part of growing your influence. Don't be afraid to connect with influencers and leaders in your space. Look for partnerships, guest posting opportunities, and ways to appear on each other's platforms. This cross-promotion exposes you to new audiences and expands your reach. But be selective - make sure values align. Only work with people who share your vision and priorities.

The Art of Genuine and Consistent Online Presence

Leveraging social media platforms is a must these days for strengthening your brand and reach. But be strategic. Don't spread yourself too thin trying to master every latest app. Play to your unique strengths and post value-driven content consistently. Show up day in and day out sharing your perspective. Respond to comments and questions. Do not be afraid to comment with your true opinion; it builds trust. Build relationships.

The Non-Linear Pathway: Embracing the Journey with Resilience

Here's the key point - the path from imposter to influencer isn't linear. Some days you'll feel like you're crushing it; other days, doubt will creep in, making you question everything. What matters most is that you don't allow the inevitable ups and downs to diminish your light. Stay true to your core message and keep showing up, getting better, and nurturing your unique voice. Consistency, courage, and resilience will get you there.

"Even though I had sold 70 million albums, there was this feeling like, I'm not good at this. And while I was married to Marc, he helped me get over it. He kept telling me, 'You're the only one holding yourself back from reaching your full potential.'" ~ Jennifer Lopez

Unlocking Your True Potential and Impact

You've got this. Don't let that inner critic hold you back from putting yourself out there and achieving your goals. Have the confidence to lean into your talents and gifts, even if you don't feel ready yet. Focus on how far you've come, not just how far you must go. With the right mindset and smart strategies, you can make the transition from imposter to influencer. The world needs your perspective. Now get out there, be unapologetically you, and influence!



In every episode of Influence and Growth Mastery, I invite inspiring entrepreneurs and business owners onto the show who've utilized influence strategies successfully for their growth. If you want to share your valuable advice and message with my audience to expand your market and network, click the ONBOARDING BUTTON to complete the form to see if you qualify.

Influence & Growth

Mastery with Tonya Gossage





Ready to Stop Chasing Clients
and Start **ATTRACTING**
Them Instead?

I can fix that!



patty farmer

Yes, I want more
clients and cash!

Marketing Tip



“Invest time in market research to understand your ideal audience's needs, preferences, and behaviors and then tailor your message accordingly to increase engagement and conversion.”

-patty farmer

Secrets to Becoming a Powerhouse Influencer



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.

Every CEO needs to take more action steps to becoming a Powerhouse Influencer. Most don't understand the absolute potentiality and life changing effects of being a Powerhouse Influencer and the opportunities it creates. If you are reading Marketing, Media and Money Magazine and following Patty Farmer's Podcast and social media you are already a Powerhouse that commands excellence and I applaud you.

Being a Powerhouse Influencer doesn't just pertain to social media, although that should be part of your goal. A true influencer inspires by example in all areas of their lives. Let's dig in and look at some areas that you might want to consider:

Branding

Your brand should be your mission statement. No, I'm not talking about those lengthy statements that use the same words every other business uses. I mean the big reason why you do what you do. It's important to publicly state your mission, however, you must **inspire by example**. Take the time to really nail down your brand or rework a tired brand. It's imperative that you commit and declare who you are and who you serve and keep that message on target persistently and consistently clear.

My mission statement is:

*Grow the Individual... Build the Family...
Inspire the Community and Enrich the World.*

I use this mission statement to keep me on track in both my personal and business life. My mission statement was birthed by carefully considering how I grew my businesses by growing the individuals on my teams and the impact I had on others.





Visibility - Get out in front of your niche

You are not going to appeal to everyone so choose a niche that allows you to showcase your strengths and your mission. Really contemplate your unique strengths and traits that distinguishes you. Nailing this down will affect your selling, speaking, writing and offers. Everything you do will funnel your niche to you. Make time to create social media posts and short videos, write blogs, create a podcast, author books, write magazine articles and speak on the topics that move your niche to you.

Reciprocity: A Powerhouse Influencer must give to receive. people want to give back to those that they have received from. So always give to your niche, this is one of the most powerful influencer principles that must not be overlooked. Find creative ways to give back and I promise you will get much more than you give.

Authority: Influencers are perceived as authority figures and an expert of their niche. You must convey your mastery to build trust and credibility. So don't be afraid to let others know what your mastery is on a regular basis. If done right, it is not bragging it's being of service.

Be Likable: To be liked, it's important to let your followers know who you are and reveal a glimpse of your personal life to establish some friendly bonds. So, give some personal details that will strengthen their connection to you.

Consistency: Consistency builds trust so your clients and prospects can feel that you are reliable. They know when they look for you that you will be there. Don't offer one thing then the next month offer something totally at the other end of the spectrum. Be consistent with the posts, showing up to your group events and be consistent with your branding, sales, client contacts and your values.

The Power of Personal Engagement

Your influence plan must include personal engagement which has a huge impact on your sales and following. Influencers unlike celebrities are more real and approachable. Engaging will make you more accessible and you will gain greater credibility. There is something to be said about personal contact. Your niche needs to know you value them and want to get to know them before you try to sell them something.

A Powerhouse Influencer and Sales

Let your following get to know you before the sales pitch. Creating events that you can invite prospects to like programs and workshops are a great way to do that. Provide opportunities by hosting virtual or in person events. Some of your events can be free masterclasses or webinars, entry-level low-cost workshops, or networking events. Get them in the door so they get to know, like and trust you. After they attend your event or after you have met a person that you think may be a good fit at someone else's event set up a call with them or message them during a virtual event. Make it easy to do business with you by being flexible and accommodating with your clients and their needs.

Your Clients and Prospects Need to Feel Valued

Authentic selling begins with listening and knowing who your client is and what she wants, not what you want and how you want to do it. You must listen and turn up your empathy level. Be clear about their needs and make sure they have values that are in alignment with yours so you can genuinely help them. Take the time to get to assess who your perfect client is so you can easily spot them.

It's a Plan

1. Nail down your mission statement and branding to reflect your big reason to attract your niche and consistently declare it.
2. Plan your exposure, make short videos and posts that support your mission and what you're offering.
3. Create workshops and programs that align with your niche and always have something to invite them to.
4. Create talks and blogs that match your programs, workshops, and offers.
5. Set times the day after events or media engagement to focus on contacting those great followers and even previous clients to create personal connections.

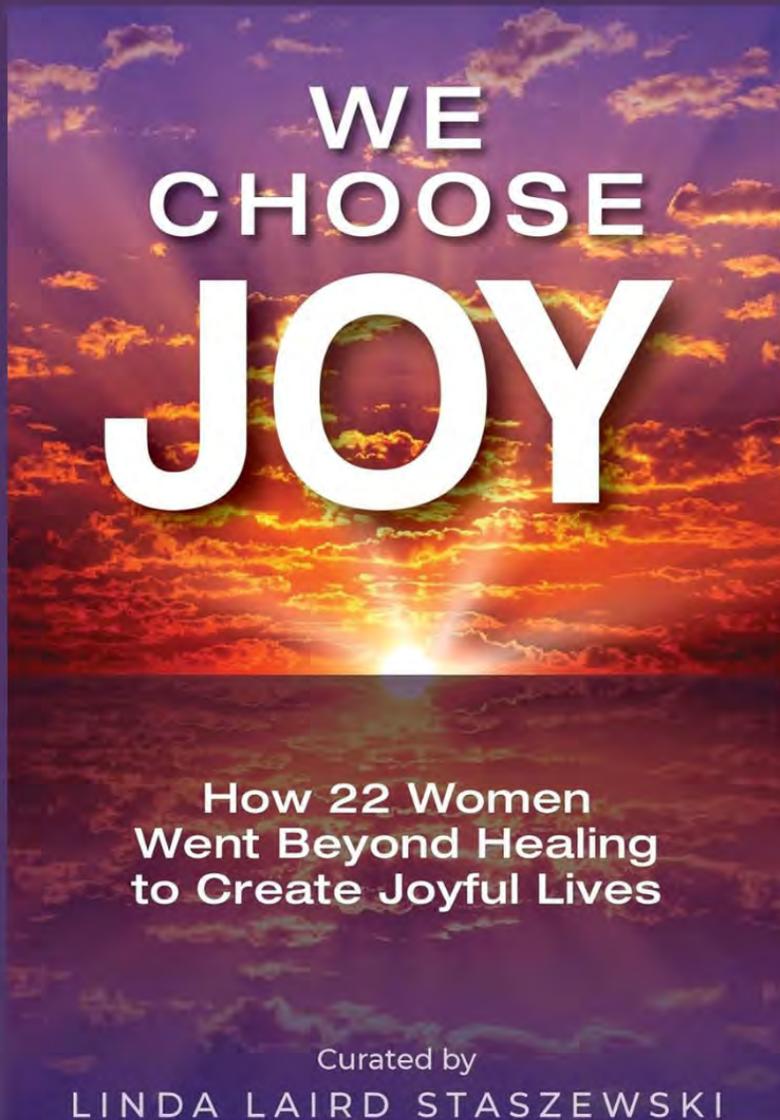
Remember always make it personal. You can do this! Now go inspire by example.

Why Buy the Book?

“In this book, you will be inspired by 22 women who share their profound story and journey through the trials and trauma that led to their truth, transformation and triumphant healing that empowered them to go on to cultivate a life filled with JOY and of contribution and community. You will shed tears, but you will rejoice in the resilience of these women in a way that will touch your heart and may empower you to make a change or tell YOUR story, causing the impact of this book to continue.”

~ Patty Farmer

Marketing & Media
Strategist & Speaker



*Have you grabbed
your copy yet?*

BUY IT NOW



Theresa Ream

Leadership...a Mountain With No Top



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.



The world has changed, a new reality has emerged! Leaders in this ever-expanding world of rapid change and uncertainty will require new skills, innovative tools, and the ability to create team/teamwork. Modern day leadership will require being masterful at identifying opportunities, managing the risk involved, developing personal skills and the ability to build and empower a team.

To accomplish this, we must move beyond old patterns and ways of thinking about leadership. What got us here will not get us to the finish line. With unlimited digital tools, new, innovative methodologies and apps for everything, leaders must be malleable, resilient, empowered, and masterful at creating teams and teamwork. Whether you lead company employees or your tribe (web designer, VA, etc.), you will be challenged in navigating uncharted territory and will need to develop key competencies, make important choices/decisions, and discover how to build and empower your team!

Creating TEAM and teamwork

The team (and company) goes as the leaders goes! Operating inside of this context creates a powerful opportunity to set the cadence of your team. It will require developing new skills, utilizing new tools, and mastering the ability to communicate and empower yourself and others. It will require team and teamwork.

The power of Team "Together Everyone Achieves More" begins with establishing WHO WE ARE and creating the MISSION (Teams Purpose). Establishing why we exist and who we serve creates a common bond, a sisterhood/brotherhood, and a sense of unity. The old African adage "I am because we are" illustrates that our behaviors and sense of belonging are shaped by our social relationships, values, and norms, whereby each person is seen, heard, appreciated and known. Effective leaders are intimately connected to what really matters to the team, company, and culture. People experience being appreciated and valued for their unique contribution.



In the Gap & the Gain, Dan Sullivan shares the story of how one athlete leads the “mediocre” British men’s rowing team to win Olympic Gold by taking on a shared team commitment and practice of asking one critical question “Will this make the boat go faster?” before making any decision or taking any action. Every member of the team asked this question before choosing whether to do something or not. If the answer was “yes” the teammate took the action. If the answer was “no” they chose not to do it. This simple and powerful exercise produced unprecedented results where the team’s actions became consistent with the team goal to win. The results.... a gold medal.

Successful teams are those in which the individual beliefs and actions reflect the team’s mission and reason for existence. Individual conversations, decisions and ultimately actions are a match for the team’s mission. This new paradigm of communication and leadership is replacing the “dysfunctional” model where politics, power struggles and hidden agendas undermine the mission and create dissention that threatens the mission. Inside this new paradigm of communication and leadership, team members are empowered, take ownership and are free to explore and create. Space is created for innovation, exploration and out of the box discoveries moving beyond obvious solutions and breaking through barriers and blind spots. Time is set aside for brainstorming and speculating and the “All or Nothing” structure is dismantled to create new opportunities and innovative solutions.

“Having “THE ANSWER” (solution) stagnates progress and kills off what’s possible. Speculating, exploring, and ideating creates new ideas and opportunities, making what seemed “impossible” POSSIBLE! ~ Cathy Compton

Another key factor in creating and leading successful teams is to create an environment where it is encouraged and safe to agree to disagree. There are costly pitfalls in demanding conformity which discourages innovative thinking and self-expression. Compromise and complacency often kill off what's possible. "Groupthink" settings where agreements are reached around status quo solutions with little discussion or deliberation... is where innovative, new ideas go to die. There is opportunity and immense value when all views are heard and considered.

Try these effective approaches:

1. The "Yes... And" method – someone on the team shares an idea and the next person acknowledges that idea and expands on the idea "What I like about that idea is... AND..." This exercise allows the team to have all views and ideas considered and deepens the discovery.
2. Create "what if we..." questions to foster out of the box thinking and generate new ideas.
3. Give up the "Either... Or" style of collaborating and try on the "Both... And" technique, allowing for combined ideas and solutions.
4. Remove the "But" and replace it with "AND". Anything that follows "But" in a conversation, diminishes and discounts what's being said. Replacing "But" with "And" expands what's possible.

Saviko!

Leadership is not somewhere to get to, it's a place to come from. A never-ending mountain with no top, which includes twists and turns and all the lessons learned along the way. My new favorite word from Avatar is "Saviko" **Rise to the Challenge!** Own your leadership and build a team around you.

Create team and teamwork vs being the hero having to save the day and dazzle people with your brilliance. Suffering and having to do it all yourself is optional.

Develop your leadership style. We are not born with leadership; it is developed over time. Build your avatar and develop the skills that will empower you to thrive and be fully self-expressed.

Find a trusted advisor, mentor or coach to empower and support you in your journey. Everyone needs a coach to help them see what they cannot see, be who they are meant to be and have what they want. A coach has you discover your true power.

For a free PQ (Positive Intelligence Assessment) and coaching session, contact ID8Coach@gmail.com.



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

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4th Q.

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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*

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Five Business Aspects You Know You
Employee or contractor: Which is Best? Have You Built This

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Media Tip



“Regularly monitoring your analytics to gather insights into what content performs best and to refine strategies that better engage your audience.”

-patty farmer

Reclaim Your Identity and Achieve Extraordinary Results



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.

Have you *allowed* identity theft to happen in your business? Not someone stealing your data identity. I’m referring to being uncertain of your value, giving away your power, and not using your voice *when it matters*.

From my consulting and coaching I know many women (and men) struggle with this every day. They’re afraid to show up as who they really are. This typically erodes at a young age, from being put in your place, told to keep quiet, intimidated by a parent, teacher, family member or Ms./Mr. “bossy pants.” Maybe you were bullied or in an abusive relationship.

These memories shape how you respond and your level of confidence. Experiences shape your beliefs, and beliefs shape your ability to step up, take risks and achieve your desired results. *You* either believe you can—or you can’t.

As an entrepreneur, small business owner, speaker, author, or coach—leading a team to achieve impressive results, requires a leader who is self-aware, comfortable with who they are, how they lead and the decisions they make.

“If you want extraordinary results, it starts with you.”

-Lori Hanson

Success isn’t achieved thru ego or fueled by imposters. Delivering stellar results starts with powerful, savvy leadership. A person you want to follow. This influential leader rises above the opinions of others and focuses on performing at their highest level. Their goal: excellence. They fly with Eagles above the noise and distractions.

Before you say, “Lori, I’ve heard this before...” stop and think about situations or conversations where you find yourself:

- Rethinking or second guessing
- Questioning what happened
- Overanalyzing or lying awake spinning conversations in your head.





I'll bet you can think of at least one or two. It's typically the same person(s) where this happens. Hey, we're not all wired the same, some people are much easier to work with, because they're like you!

As you proceed on your journey as an entrepreneur or business owner, you will eventually bump into someone (the Universe facilitates it) who is: difficult to communicate with, intimidating, offensive, demeaning, abrupt or dismissive.

You have a choice to work with them or not. This offers a growth opportunity, to raise the bar for yourself, your team and business.

Where do you start to reclaim your leadership identity and boost your results?

Use These 3 Steps:

1 - Take the Time to Identify, Understand and Own Your Value...What do your clients, employees, or vendors value most about you?

This is not a time to be in "awe shucks" mode. As a successful leader it's important to know what your unique value (aka superpower) is. How do you connect with people, what makes them want to engage with you? It is not "unladylike" or bragging to talk about this. A prospective client will want to know: why should they work with you...can you answer that comfortably—authentically?

These will help you:

Write down 3-5 things that make you valuable in your business, to clients and employees. (Samples: Visionary, marketing whiz, innovative problem solver, commitment to customer service, charismatic speaker)

Write down *why* these things make you valuable. If you can't identify it on your own, ask your employees or clients. Understanding *why* is highly valuable and will improve both results and revenue. Don't be shy, go ask them why. Now, digest it, own it and embrace it. Knowing your value and why you were put on this earth = empowerment.

2 – Leverage Your Power... Claiming your identity, showing up authentically and providing strong leadership includes knowing when to leverage your power.

- Are you decisive?
- Does your team have the clarity they need to produce successful results?
- Do your clients fully understand the boundaries of your engagement (what you will and will not do)?

Give yourself permission to speak clearly and firmly. A person who oozes authentic power and clarity is contagious. It feels good to be around them.

Hidden Power: Your energy precedes you. Enter the room, meeting, or conversation with the expectation of achieving your desired outcome. If you're nervous, others feel it energetically. If you're confident, the whole room will feel it. Practice setting your intention before important interactions.

3 – Get Clear on Your Desired Results... Clarity will take you wherever you want to go.

I facilitated a session recently for two women at a client who have been fighting for months. Coming to work as their bratty 6-year-old selves.

In exploring how this evolved—the “new girl” started with expectations from her interview. However, the team wasn't told what her role was. This led to a bundle of BS where both shut down and refused to work together. Major productivity killer and stressor that affects physical and mental health. There was no clarity.

- Take the time to get clear on your vision. Be specific.
- What do you want to produce, create, or achieve?
- What does it look and *feel* like?
- *Why* is it important to you?
- How will it benefit you—and your clients?

Once you are clear on your vision, *share it with your team and clients!*

Game Changer: Set your intention to exceed your targets and goals. Get the team on-board. Keep it top of mind for you and your team every day (get creative).

Shift Your Energy and Patterns:

- Take time daily to visualize your goal as complete, what does it *feel* like?
- What is the first thing you'll do when you reach it?
- Who's the first person you'll tell?
- How will you celebrate?

Once you understand yourself—and what makes *you* powerful, you can lead successful teams that deliver *extraordinary* results and return on investment (ROI). This makes life more fun, fulfilling and satisfying. You'll be overflowing with gratitude and appreciation (Major ROI).

LEVERAGE YOUR POWER

RECLAIM YOUR IDENTITY
SHIFT YOUR ENERGY



SPEAKER
PODCAST GUEST

LORI HANSON



The Fortune is in Heart-Centered Follow-Up



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.

As we approach the end of 2023, I’d like to recap the insights I’ve shared with you in the past three articles. As we prepare to enter 2024, it becomes increasingly crucial to master the skills and strategies I’ve discussed in the magazine this year.

In the February edition, I provided tips and strategies for enhancing your networking results. I emphasized the importance of nurturing authentic, heart-centered connections that are built on trust and respect and highlighted that success in sales hinges on the ability to create these personal relationships. Clients are more inclined to do business with individuals they trust and have a deep rapport with, making follow-up an essential component of establishing and maintaining these connections.

One of the strategies I advocated for was attending networking events with the intention of identifying “Power Partners” for potential collaboration, rather than solely focusing on acquiring new clients. This approach will lead to significantly more clients in the long run.

In the May edition, I unveiled my Profitable Power Partner Formula, designed to assist you in finding ideal partners to collaborate with. I shared strategies for fostering profound, meaningful relationships with your Power Partners, ultimately resulting in the enrollment of more ideal clients and business growth.

I also provided a set of insightful questions to facilitate deeper understanding and connection during coffee meetings with your Power Partners. Moreover, I underscored the benefits of cultivating strong relationships with Power Partners, enabling you to expand your reach beyond your immediate network, accelerate the growth of your business with less effort, and make a bigger impact on the world.



In the August edition, I delved into various ways of collaborating with Joint Venture Partners and how these partnerships can elevate your business to the next level. I introduced my Profitable Interview Formula, a personal favorite of mine, which not only strengthens the bond between partners but also can result in new client enrollments. Implementing this formula has proven highly effective in supporting both me and my partners.

In today's digital age, marked by AI and other impersonal technologies, authentic and personal follow-up has become more vital than ever. Consumers are yearning for genuine human connections. When reaching out to people, it is important to be deliberate, strategic, and authentic and to let go of your agenda and show up in service.

As we close out this year, my best advice to you is to stay in touch with your past and current clients, as well as your Power Partners. Establish meaningful connections, and not solely through email. I'm advocating for the tried-and-true method of personal communication by picking up the phone. It's an approach that has stood the test of time.

Remember the adage, "people do business with those they know, like, and trust." By following up in a heartfelt manner and genuinely caring about their best interests, you will create these deep connections, leading to more clients saying "yes" to working with you.



Throughout my articles, I have emphasized the importance of authenticity and finding your own voice, as opposed to mimicking others. Here's a final crucial point I'd like to share, knowing what not to do is just as vital as knowing what to do.

A common mistake I observe among entrepreneurs is the tendency to parrot templates, scripts, or what they've heard from others, even if it doesn't align with their authentic selves. If it doesn't ring true to who you are, it won't resonate with the person you're communicating with, and you won't achieve the desired results.

My advice is to take inspiration from what you've heard or received and make it your own. Use your own words, your unique voice, so that it flows naturally when you speak. Consider these resources as roadmaps rather than scripts.

On the following page, in my free gift: Authentic Conversations...3 Templates to Connect, Serve & Sell From The Heart, I've provided three scripts, all in my own authentic voice. Feel free to adapt them to your style. The key is to ensure they feel natural coming from you.

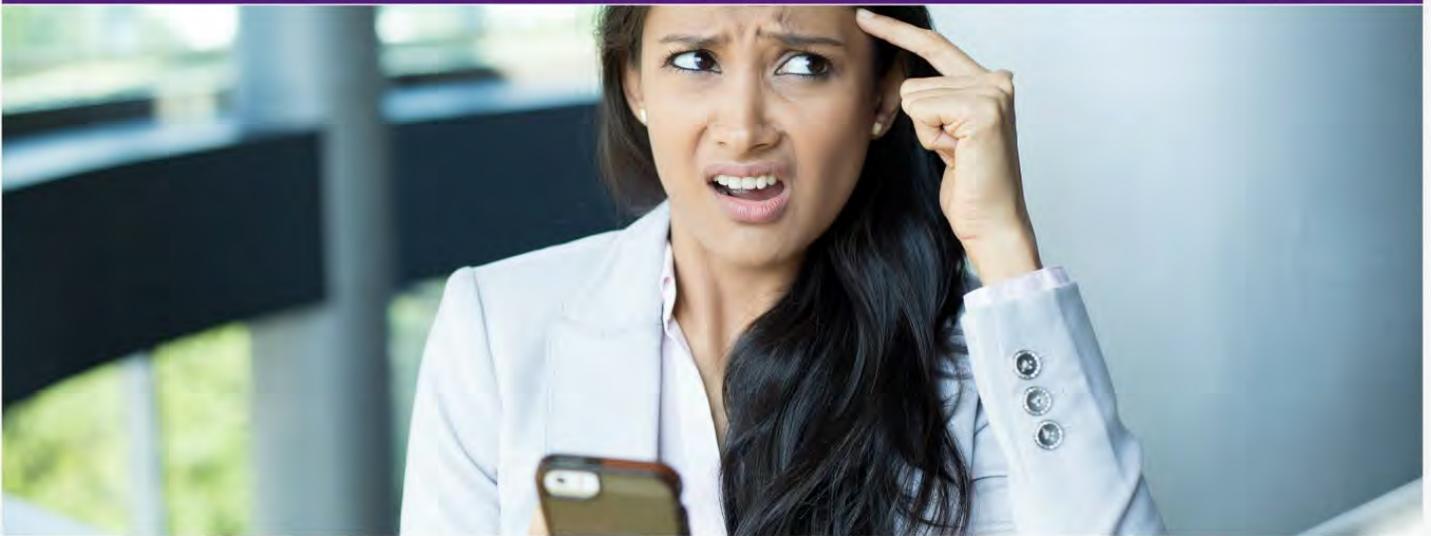
The first is a voicemail script for your first follow-up connection with a potential Power Partner after a networking event...the second script reviews what to say when you find someone's card that you met a long time ago but may not know how to proceed...and the third script covers how to follow up with someone who was interested in working with you but then disappeared.

Another area where inauthenticity often surfaces is in gift giveaways, where participants are given swipe copy to promote the event to their list. Instead of simply regurgitating the provided copy, I encourage you to infuse it with your personality and empathy. Remember that your audience consists of individuals with their own needs and desires. Tailor your message to resonate with them personally.

Speaking of gift giveaways, I'd like to offer another piece of advice. If you frequently participate in such events, consider creating a few unique free gifts. This way, each time someone opts in, they receive more value from you. This continuous value delivery showcases your expertise and can lead event hosts to invite you as a speaker, recognizing the value you bring to their community.

My intention throughout this year has been to provide you with substantial value in my four articles. I hope I've achieved that goal. If you haven't been satisfied with your results and aspire to grow your business in an authentic, heart-centered manner, please don't hesitate to reach out to me at debbie@powerupyourfollowup.com

*Do you hesitate to
follow-up because you
don't know what to say?*



Authentic Conversations

3 Templates To Connect
...Serve...And Sell From The Heart

- ① How to connect with a prospect after a networking event
- ① What to say to someone who's been buried in the pile of business cards on your desk
- ① What to say to an interested prospect who's gone MIA



I WANT YOUR SCRIPTS!

A Seasoned Virtual Event Planner Spills the Beans



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.**

Ah, virtual events. A term that may have seemed so alien to us event planners just a few years ago, but fast-forward to today, and it's as staple as confetti on New Year's Day. With over 30 years in the events trade, this planner has witnessed the transformation that has swept through the industry with the rise of the virtual tide.

The Virtual Evolution in a Nutshell...When the world went topsy-turvy during the dark periods of the pandemic, the events industry took a kick, and it nearly faced an existential crisis. Personally, we had nine clients go into complete panic as realization set in that their in-person events had to be canceled.

We had two options: grieve the unrecoverable deposits or pivot to the unknown – the digital world. As a seasoned planner we went into the creation zone. Quick research and conversation immediately showed us that we had to encourage people to jump into Zoom rooms and virtual platforms. Oh, the joy of discovering that we could still capture the essence of human connection, albeit through screens!

Events of the past, with their overflowing buffet tables and their own logistical nightmares, quickly turned into “how do we engage this audience” and still make a profit.

How? Well, we all got very clever.

- We scaled down content and the timing of the events by creating extended breaks and longer lunch opportunities to allow our audience to check in with their office and families.
- We focused on exercises and opportunities by connecting each other in breakout rooms.
- We created networking time for sponsors, speakers, and attendees.
- We created Zoom Room Experiences. Paint Parties, Trivia Games, Talent Shows, Wine Tastings, even escape rooms! We realized quickly that only our imagination kept us from holding amazing events that promised to be remembered



- We invested in and mailed out swag boxes that held sponsor gifts, workbooks, and fun event related items.
- And we did not change how much we charged! Whether you attend an event in person or virtually, the value of the event does not change. Charge what you are worth!



Efficiency and Profitability? Virtual events are not merely a reflection of technological prowess, but a testament to innovation and adaptability. Cost-efficiency, profitability, and a global reach – these are not just buzzwords, but the new reality.

1. **Cost-Effective Extravaganza:** Orchestrate a splendid event without the hefty venue rentals, caterer costs, and travel expenses. Channel savings to bolster marketing and swanky digital features.
2. **Global Audience? Check.** Your event is no longer restrained by geographical boundaries, multiplying networking opportunities and expanding audiences beyond the traditional “who’s who” of the local scene.
3. **Data, Data, and More Data:** Tracking ROI was once a huge task, but with virtual events, every click, participation, and interaction is trackable and analyzable, allowing you to measure success and identify areas for improvement.

Pivoting Businesses Towards the Screen...Entrepreneurs swiftly realized that virtual events were a goldmine of opportunities. Webinars, virtual product launches, and online conferences – these are not merely events; they’re brand-building powerhouses, enabling you to:

- Target your audience with precision and tailor your events to cater to their needs and preferences without the fuss of a physical setup.
- Attend a conference in your pajamas! The convenience and flexibility offered by virtual events enhance participation and engagement.
- Be a beacon of inclusivity, ensuring that everyone, regardless of physical abilities or geographical limitations, can participate and engage.

Not All Sunshine and Rainbows...It hasn't been a breezy journey and let's not put on the rose-tinted glasses just yet! Virtual events, though marvelous, do have their quirks:

- Just as an uninvited rain cloud can dampen an outdoor event, technological glitches can throw a wrench into the smooth running of a virtual gathering.
- Getting your audience to engage with you so you can see them, and they can see you - is an ongoing challenge.
- While the fad "streaking" died out years ago, we still have those "zoom bomb" moments when someone inevitably forgets that their video is on, and we see more than we want to.
- While technology has made strides, it still lacks the warmth of a handshake or the joy emanating from a room full of applauding attendees.
- From laptops, desktops and mobile connections, "distractions" are still the number one worry for virtual event hosts.

Despite these quirks the invaluable lesson remains that there is power and profit in virtual events.

Adapting and Overcoming - The Mantra...The integration of virtual elements has allowed planners to create more robust and inclusive experiences.

Virtual events, as far as this planner is concerned, aren't a replacement but an enhancement, a new avenue through which the events industry can traverse and explore untapped potentials. By using our conventional wisdom ingrained from decades of physical event planning with the technological advancements of the virtual sphere, we can craft experiences that are not only engaging but also immensely rewarding.

Entrepreneurs need to view virtual events as not merely a platform for communication but as a tool for establishing a global footprint, forging connections, and elevating their brand into a realm that once seemed like a distant dream.

Conclusion...In a world that's ever evolving, the charm of virtual events lies in their power to connect, engage, and inspire across borders, breaking limitations and propelling us into a future that's inclusively exciting and boundlessly opportunistic.

While I'm all for embracing the virtual event, I encourage adding the physical component and creating hybrid experiences that are, simply put, the best of both worlds. After all, in the wise words of my new self "in the world of events, adaptability isn't just a skill, it's an art".

Now go and create your next stage! Whether virtual, in person or a delightful bucket list international retreat!



BLU DIAMOND EVENT MANAGEMENT

12 EVENT DISASTERS AND HOW TO AVOID THEM

[CLICK HERE](#)



Make Smarter Moves Today – Unleash Progress with Professionals!



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.

Running a small business can be an arduous task, and managing the financials is no exception. The growing success of your business demands a financial strategy that propels progress forward. But when it comes to managing the books, time is your biggest enemy. The paperwork mounts and the numbers pile up, all while you're trying to make decisions for tomorrow. You need the assurance of accurate financial data to make smart moves today. It's an unsustainable cycle.

The answer may just lie in outsourcing, bringing on professionals who can take this burden off your shoulders. By entrusting dedicated professionals with accurate bookkeeping and CFO services, you find clarity, insight, and security that you need to move your business forward. They give you power, allowing you to direct your focus towards growth, not accounting. It sets you up for success.

Outsourcing accounting functions can also be a great way to reduce costs and maximize your ROI (Return on Investment). I know, there I go again talking about ROI! But that is because it is a smart strategy to help reduce costs and free up resources. Reducing the need to hire, train, or retain additional resources. This approach reduces expenses while offering accurate and reliable financial services.

But what else could you gain by outsourcing?

1. Expertise and Specialization: When you outsource, you gain access to professionals who specialize in financial management. They are well-versed in accounting principles, tax regulations, and financial best practices, ensuring that your financial records are accurate and compliant.

2. Risk Mitigation: Outsourced professionals are often up to date with the latest changes in tax laws and financial regulations. This helps minimize the risk of errors or non-compliance, which can lead to costly fines or legal issues.



3. Scalability: As a business grows, your financial needs may change. Outsourcing allows you to easily scale up or down based on your requirements. You can add or reduce services as your business evolves, providing flexibility that in-house employees may not offer.

4. Focus on Core Activities:

When you delegate financial tasks to experts, you free up your time and mental bandwidth to concentrate on core business activities, such as product development, marketing, and customer service. This can lead to increased productivity and business growth.



5. Objective Financial Analysis: An outsourced CFO or financial professional can provide an objective perspective on your financial health. They can analyze financial data and provide insights and recommendations for optimizing your business’s financial performance.

6. Enhanced Security: Many outsourcing firms invest in advanced technology and security measures to protect financial data. This can provide a higher level of security than a small business might be able to afford on its own.

7. Business Continuity: Outsourcing partners can provide continuity in case of employee turnover or unexpected disruptions. Your financial processes and reporting won’t be disrupted by employee departures or extended leaves.

8. Access to Reporting and Analytics: Outsourced professionals often provide detailed financial reports and analytics that can help you make informed business decisions. This data-driven approach can be invaluable in setting strategic goals and measuring progress.

9. Time Savings: Time is a precious resource for any business owner. Outsourcing financial tasks saves you the time and effort required to manage complex financial records and allows you to allocate your time more strategically.

Before you outsource any function of your business there are two very important factors that you must consider and that is to define the scope of work and maintain clear communication. Defining the scope of work ensures expectations are aligned, efficiency and unnecessary expenses are avoided. Likewise, communication builds alignment, encourages transparency, solves problems quickly and helps foster a trusting relationship between both parties. Communication is key to any successful business relationship, and this is especially true when it comes to outsourcing accounting services.

Ultimately, when outsourcing accounting services, it's important to remember that clarity and understanding are essential components of a successful business relationship.

From invoices and spreadsheets to budgeting and forecasting, there are several options available that can help make managing your books simpler and more efficient. Choosing a reliable outsourced team is key when it comes to receiving quality service and maximizing ROI. Careful research, thorough vetting processes and asking for references will help ensure you are getting the best value for your money.

Tips to assist you in understanding who you may need on your team:

- **DIY:** Do-it-yourself accounting software is one possible route. These programs come with powerful tools to help organize expenses, manage income, and generate financial statements. While effective, it can be time-consuming to learn how to properly use the software, and errors could occur if not managed carefully.
- **Bookkeepers:** Bookkeepers are another avenue for support as they specialize in administrative duties such as managing accounts and reconciling bank statements. Their expertise is cost effective and well-suited for small businesses looking for quality assistance without breaking the bank.
- **Accountants/CFOs:** Outsourcing financial services allows you to get the full accounting department experience without the internal hiring process hassle and expense. You get the benefit of knowledgeable and experienced finance professionals who can take the financial tasks off your plate and free up your precious time. The valuable insight they bring to the table helps guide your business decisions while you receive meaningful financial information.
- **CPA Firms:** Another option is to hire a CPA firm. These professionals may provide invaluable business insights and help guide strategic decision making. Most CPA firms work within three areas, tax services, audit/assurance services and management services. But they often charge a premium fee which may not be affordable for smaller businesses.

With the right outsourcing partner in place, you can guarantee that your financials are managed with precision and accuracy while your business reaches the next level of success!

“Financial information that’s up-to-date, accurate and reliable provides a springboard for strategic decision-making that fuels long-term prosperity.” ~ Krista Beavers



SCALING UP

**BUSINESS EFFICIENCY USING A
HANDS OFF APPROACH**



YES, PLEASE!

Krista Beavers

GUARDIAN
ACCOUNTING, INC.

DRESS YOUR
BUSINESS FOR
Success

Up Close and Personal With...

Molly Mahoney



What does success mean to you? Success to me is all about the huuuumans we impact. Whether it's a client who feels more confident and then goes on to instilling that confidence into her kiddos or a client who brings in 200 million in sales, it's about making a bigger impact. It's not just about the dollar signs, it's about helping people find their voice, build their brand, and genuinely connect with the people in their community. It's about knowing this can happen with ease while still having time for my hubs, kiddos and the people and things that I love.

What would your advice be to a new business owner and/or entrepreneur? As you start on this path you may be hit with some BIG SPARKLY BOULDERS. Don't let that scare you. Treat each obstacle as an opportunity, each problem as a possibility. Focus on the bigger transformation you are making in the world. Build real relationships and know that the key to your success is always... YOU. You have everything you need in order to bring your dreams to life. You may just need some help seeing the path and the possibilities!

What was your ah-ha moment that inspired you to become an entrepreneur/biz owner? I moved from NYC to So-Cal to get married and raise my two boys. I knew I wanted to build a business that gave me flexibility and financial stability to take my family on an amazing adventure of a life. I established myself as a sought-after local singing and performance coach, but I hit walls in trying to really expand my business online. I knew I had value to share but had yet to master the ability to bring in the leads and clients who really needed what I had to offer. I was tired, overworked, trying to be what I thought others wanted... wondering if I would ever find a way to find that financial and time freedom I had been working for.

Then I embraced the magic of Live Video. AND, let go of the idea that I had to fit into someone else's mold. In just 3 months I brought in \$50,000 in sales and was able to cut out a full day of work so I could have more time with my family. That's when I knew I had a system to help others to step into your own spotlight, to skyrocket their reach and sales so they could truly make a bigger impact.

What are some of the changes business owners/entrepreneurs, in your opinion, need to make to be successful in today's business environment? Adaptability is key. The digital landscape is always changing. You've got to stay ahead of the curve, whether it's leveraging AI for content creation or understanding the latest social media algorithms. And never, ever forget the human element. Authenticity mixed with AI and automation is the real secret sauce.

If you could have lunch with any CEO, who would it be and why? I'd pick Sara Blakely, the founder of Spanx. She started with a simple idea and turned it into an empire, all while staying true to herself. I'd love to dig into her mindset and her approach to brand-building.

What is your big 'WHY' that prevents you from giving up when times get tough? When the San Bernardino shootings happened, several years ago... it was awful. I had two young kids at home, a good friend of mine had a friend whose husband was killed, and I remember at that moment, I was standing in my kitchen thinking there was really nothing I could do to help this situation. I wasn't involved politically. I didn't know what I could do. And then... I was hit with a full download, letting me know my real purpose.



Before launching my business coaching programs, I had been fully committed to helping people to stand for joy, to find the things that mattered in life, to find about the possibility in the face of adversity. Until that moment, I thought it was kind of silly. I had been made fun of for being a “Pollyanna”. But when I stood there in the kitchen, I realized the ability to help others find the good in any situation was my superpower. This was going to be my new mission. I even trademarked the hashtag #Stand4Joy. We make sure that fun and joy is part of everything we do, as it's a driving force as to how connections are formed, and content is converted.

What keeps you awake at night? Honestly? Thinking about how I can better serve my community. Whether it's tweaking a program or planning the next big thing, my brain is always in overdrive. But it's a good kind of awake.

What is the lesson that took you the longest to learn? That I can't do it all alone. Building a team and GIVING OVER the control. LOL It's freed me up to do what I do best: connect, create, and coach.

What are you doing right now that you're scared of, but you're doing it anyway? Saying no., I am so grateful for all of the opportunities coming my way... but in order to put my kiddos and clients first, I've had to say no... A LOT.

What was the biggest obstacle, blind spot, or roadblock you had to overcome? Overcommitting and wanting to do ALL the things NOW. Once I started streamlining and letting go of having 1 million offers, things started to click.

If you could go back and talk to your 25-year-old self, what would you tell yourself to do FIRST? 25 - what a weird age to think of. LOL I was right in the thick of my musical theater career loving life in NYC. It's like a completely different planet.

First, this is so random... I'd tell her to keep going and to really appreciate her BODY. Like... everything about it. I wish I had the physical stamina to dance 8 shows a week.

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

1. The Big Leap - Gay Hendricks
2. 10x is easier than 2x - Dan Sullivan, Dr. Benjamin Hardy
3. Anti-Time Management - Richie Norton
4. The Surrender Experiment - Michael Singer

What do you love most about your business TODAY? The community, hands down. Seeing people grow, succeed, and have a blast while doing it. I mean... we take our clients to Disneyland 2 times a year. The. Best.

What's next for you? We're expanding our programs and diving deeper into human focused AI-driven content strategies. We're working on physical products like merch and a line of wellness/energy blends. (shhh that's a surprise.) We're upping our in-person Pretend Cruises, and actually building a new space to have more humans join us in person!

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

You need to be more like you!

MollyMahoney (known as The Prepared Performer) is a Social Selling Innovator who specializes in creating authentic video content and leveraging organic social, AI, and chat automation marketing to skyrocket client sales. After creating a video that reached one million people organically, she developed her signature "Go Live And Monetize" method. It combines her social media expertise, talent for scaling one-on-one relationships, and twenty years of performance experience on stages from New York to Las Vegas. Combining her social media expertise, and twenty years of performance experience on stages from New York to Las Vegas, her most recent viral video hit a reach of 39 million! Molly has been featured by Be.live, ManyChat, Social Media Marketing World, Traffic & Conversion Summit, Perry Belcher, Rich Schefren's Steal our Winners, Inc magazine, Forbes, Entrepreneur and more.



Differentiating Your Offer with AI

by Molly Mahoney

Guest Author

When you were a kid... did you ever dig for buried treasure?

We used to find "crystals" on the slope in our backyard. It was some sort of flaky sheetrock, but we REALLY believed we found crystals. With a plastic shovel, every scoop of sand felt like a step closer to untold riches.

Fast-forward to today... Do you ever look for buried treasures today?

Well... there is a map sitting right in front of you. And... there is treasure hidden in your offer! Yes, your offer—is the sandbox, and buried within it is a treasure that could drastically increase its value. We're not talking about plastic beads or toy coins; we're talking about real, solid advantages that could set your offer apart in a crowded market. But here's the kicker: you need the right map to find this treasure. And that map, my friend, is Artificial Intelligence.

I started down this road in 2021, and let me tell you, it's paved with gold. When we decided to infuse AI into our business with our AI Content Club offer, it wasn't just another feature; it was a path that unlocked success for our clients too! Sales soared, partnerships blossomed, and speaking gigs rolled in like never before.

Now, I know what you're thinking: "AI? Isn't that what everyone's buzzing about?" Sure, it's a hot topic, but here's why it's more than just hype:

AI is Your Treasure Map: Think of AI as the blueprint that helps you unearth the hidden gems in your offer. It can pinpoint exactly what's missing or what can be enhanced, turning your offer from 'meh' to 'must-have.'

AI is also the Treasure Itself: Once integrated, AI itself becomes a part of the treasure, making your offer irresistibly valuable. It's like finding a rare gemstone in your sandbox that magnetizes your clients toward you.

So, we're going to dig deep into how you can AI-ify™ Your Offer, transforming it into the treasure chest your ideal client has been searching for.



Ai-ify Your Offer

Here's how AI will help info based businesses:

***Personalization:** AI can analyze vast amounts of data to understand individual consumer preferences, behaviors, and needs. This means businesses can tailor their content, products, and services to resonate with specific audience segments, offering unparalleled value.

***Predictive Analysis:** AI can forecast emerging trends, allowing businesses to stay ahead of the curve and offer solutions even before the market demands them.

***Efficiency:** From automating repetitive tasks to optimizing sales funnels, AI streamlines operations, ensuring that businesses can focus on creating and delivering top-notch content and products.

***Enhanced Engagement:** AI-powered chatbots, recommendation systems, and interactive platforms can engage users in real-time, enhancing their experience and increasing the chances of conversion.

While the knowledge economy offers a world of opportunities, it's not without its challenges. However, when you Ai-ify your information and your knowledge, you can instantly create a new unique positioning with confidence, differentiating yourself and unlocking the true potential of your expertise.



Unparalleled Personalization

Traditional Offer: A one-size-fits-all solution or product.

With AI: Tailored solutions based on individual customer data. For instance, an online course that adapts its content based on a user's progress and feedback, ensuring they get the most relevant information at the right pace.

Predictive Solutions

Traditional Offer: Reactive solutions based on past data or generic market trends.

With AI: Proactive offerings that predict future needs or challenges. For example, a financial advisory platform that anticipates market shifts and advises clients on potential investment opportunities or risks ahead of time.

Enhanced User Experience

Traditional Offer: Static user interfaces and standard user experiences.

With AI: Dynamic user interfaces that adapt based on user behavior. Think of a fitness app that adjusts workout plans in real-time based on a user's performance and feedback.

Continuous Improvement

Traditional Offer: Periodic updates based on general feedback or scheduled revisions.

With AI: Constant evolution driven by ongoing data collection. An e-commerce platform, for instance, that continually refines its product recommendations based on evolving user preferences and purchasing behaviors.

Scalable Personal Touch

Traditional Offer: Limited personal interaction, often reserved for high-tier clients or members.

With AI: Automated yet personalized interactions for all users. Imagine a coaching platform where AI-driven chatbots provide instant, personalized responses to common queries, ensuring every user feels valued and attended to.

Innovative Features

Traditional Offer: Standard features that align with industry norms.

With AI: Cutting-edge features that set the offer apart. For example, a language learning app that uses AI to analyze a user's pronunciation and provides real-time corrective feedback.

Data-Driven Insights for Users

Traditional Offer: Generic insights or reports.

With AI: Custom insights and actionable recommendations. Consider a marketing tool that not only tracks a brand's online engagement but also suggests real-time strategies to optimize reach based on current trends and audience behavior.

Incorporating AI into your offer doesn't just enhance its value; it transforms the very essence of the product or service. It shifts from a static, predetermined solution to a dynamic, evolving, and highly personalized experience.

In a market where consumers are inundated with choices, AI integration ensures that your offer isn't just another option; it's a customized perfect solution.



With a knack for viral organic content, Molly's "Go Live And Monetize" method has transformed businesses, turning video into a client magnet. Leveraging two decades of stage experience and cutting-edge trends like AI, her strategies have reached millions. Featured by Forbes, Entrepreneur, and top marketing summits, Molly is the go-to for maximizing digital impact. [Learn more HERE.](#)

Be a Part of a Circle of Influencers



Join our community
TODAY!



Money Tip

A group of five children in swimwear are gathered around a table under a large thatched umbrella on a beach. They are preparing lemonade, with lemons and glasses visible on the table. The background shows a beach setting with houses in the distance.

“Invest in customer satisfaction to boost revenue, and encourage repeat business. It costs more to acquire a new customer than it does to retain an existing one.”

-patty farmer

Empower Mid-Life Women Entrepreneurs by Boldly Building Community

by *Tracie Root* Guest Author

In the world of entrepreneurship, there's a rapidly growing number of successful mid-life women who have not only shattered glass ceilings but have also carved out new trails of innovation, leadership, and empowerment. These women understand the power of community, connection, and collaboration in propelling business success to new heights.

As the Founder of [The Gather Community](#), making connections in business is not just a buzzword for me; it's part of my core being! Building and nurturing a vibrant and supportive community of like-minded entrepreneurs can be a game-changer for each of us. Growth requires us to focus our thoughts and activities on key areas. When we are designing content or events to speak to these amazing women, these are some of the places we highlight:

1. Connection: Entrepreneurship can sometimes feel like a lonely road, but it doesn't have to be. A supportive and thriving community provides a platform where women can forge genuine connections with one another. These connections are not just superficial; they are built on shared experiences, challenges, and dreams.

2. Influence: It's important to understand the power of influence in business. When you bring together successful mid-life women entrepreneurs, you create an environment where members can learn from each other's successes, share their expertise, and amplify their impact in their respective industries.

3. Brand: Your brand is not just a logo or a tagline; it's the essence of your business. Get support in defining and refining your brand from those in your community. By doing so, you will stand out in the market and communicate your unique value proposition effectively.

4. Sales: Sales are the lifeblood of any business! Building sales skills is one of the two main areas where I regularly teach because I've found that the safe space held for them by the community allows them to step out of their comfort zones and be more BOLD.

5. Success: We each create our definition of success. When we connect with a like-minded community of women, we see more of what success can look like for ourselves and lift up each other to reach their own versions, too.

6. Value: Value creation is at the heart of every successful business. Women who leverage their community to grow their ability to create and deliver exceptional value to their clients and customers, leading to long-term success and loyalty.

7. Support: The most crucial aspect of all thriving communities is the unwavering support offered to the members. Every entrepreneur faces challenges, and community offers a safe space where women can find encouragement, advice, and a shoulder to lean on during tough times.



Building and prioritizing connections in business is not just a nice-to-have; it's essential for mid-life women entrepreneurs looking to thrive in business today. Here's why:

A Sense of Belonging: Entrepreneurship can often lead to isolation. Women entrepreneurs can experience a deep sense of belonging and camaraderie by being part of a supportive community.

Learning and Growth: The exchange of ideas and experiences within a community of peers can lead to tremendous personal and professional growth. It's an environment where lifelong learning is not just encouraged; it's celebrated.

Networking and Collaboration: Business opportunities often arise from networking and collaboration. The Gather Community provides the perfect platform for women entrepreneurs to meet potential partners, clients, and collaborators.

Mental and Emotional Well-being: Entrepreneurship can be mentally and emotionally taxing. A supportive community can provide solace, encouragement, and a sense of purpose during challenging times.

I invite you today to create a vision for your community that's rooted in the power of connection, influence, brand, sales, success, value, and support. It's an opportunity for mid-life women entrepreneurs in your world to thrive together, supporting one another in their journey to achieve the personal and professional success they seek.

If you're a mid-life woman entrepreneur seeking a community that understands your unique challenges and aspirations, we invite you to join The Gather Community today. Together, we'll elevate our businesses, redefine success, and forge connections that will last a lifetime.



Tracie Root is a seasoned entrepreneur, business strategist, and community builder extraordinaire. Tracie guides emerging entrepreneurial women ready to shift toward their next exciting chapter in business by creating a structured, sustainable, and successful business with excellent vision, skill, and decisive BOLD action.



Words From Our Sponsor

Tonya Gossage

Wow, where has the year gone? How are you wrapping up the year 2023? The hustle and bustle of shopping is about to take place due to the holidays, wrapping up your year-end budget, getting your books balanced, paying out bonuses to any team members if you have them, etc.

Take a step back and ask yourself, if I could do 2023 all over again, would I do it the same? If not, what would I change?

Having a community of like-minded people like all of you is one thing I would not change. I have enjoyed writing articles. Having an accountability and power partner like Patty Farmer, I would not change. We have knocked out many projects, had many strategy sessions, planned new projects for 2024, and, to add a little humor, solved many of the world's problems. The main thing here is meeting weekly to set intentions for that week and working toward our goals that lead to business growth.

As 2023 comes to a close, it's important for you to ensure that all of your ambitions and goals are accomplished before the year ends. Transforming your long-term aspirations into short-term achievable goals is critical for finishing strong and positioning yourself for greater success in 2024. The process can be broken down into several steps.

The first step is to identify the goal you want to accomplish by the end of 2023. It should be an attainable yet ambitious goal to help take your business to the next level. Once you have identified this goal, determine what needs to be done before the end of 2023 for it to become a reality. This may include hiring additional staff, obtaining new resources, or launching a new product or service.

Next, break down the necessary tasks into smaller objectives that can be completed quickly. This will allow you to track progress as you move closer towards achieving your ambition and hold yourself accountable for any delays or distractions along the way. Furthermore, having small objectives allows you to celebrate mini victories throughout 2023 while keeping bigger-picture achievements within reach and realistic.

Finally, focus on building habits within your team (if applicable) which promote productivity and meaningfully contribute towards everyone's individual goals as well as overall company milestones. This will help maintain momentum throughout the rest of the year and ensure consistent progress toward ending on a strong note and starting 2024 epic with the completion of desired ambitions!

Tonya



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.

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