

Marketing Media & Money

3rd Q. 2023

*Using Stories to
Build Community,
Cultivate Relationships,
& Create Connection*

**The Four Pillars of
Business Success**

*Harnessing the Power of
Thought for Business Success*

**Leadership:
The X-Factor
is LISTENING!**

*The How (and Why)
Influence Impacts Your
Return on Investment*

*Meet...
Joe Pallo*

**Unlocking the Power
of Referrals: From
Rookie to Sales Pro**

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

Welcome to the 3rd Quarter issue of Marketing, Media, & Money Magazine, where this quarter we invite you to delve into the dynamic intersection of business, marketing, and the art of human connection. We will explore weaving together transformative strategies and unique insights, all aimed at amplifying your business potential in this dynamic 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 can revolutionize your business, boost your return on investment, 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 How (and Why) Influence Impacts Your Return on Investment, The Four Pillars of Business Success, Using Stories to Build Community, Cultivate Relationships, & Create Connection as well as Unlocking the Power of Referrals, The Profitable Interview Formula, a Fun, Effective Way to Collaborate with Your JV Partners and The Transformative Power of Events to Revolutionize Your Business.

We also share 5 Ways to Release Limitations & Exceed Your Expectations, Why Choose Between Income and Adventure When You Can Have Both? And then delve into the essence of effective leadership in Leadership – The X-Factor is LISTENING!

We offer you more than mere 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



12-14



17



27



18-20



28-30



22-24



53-55



28-30



49-51



12-14



32-34



40-42



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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

Using Stories to Build Community, Cultivate Relationships, & Create Connection



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 an age where we are more digitally connected than ever, it's easy to forget the fundamental power of human connection. This connection, this intricate interweaving of shared experiences, emotions, and aspirations, forms the cornerstone of every thriving community. It's the spark that turns a group of strangers into a tight-knit tribe. Yet, establishing this connection can be challenging, especially in a digital landscape where face-to-face interaction is limited. So, whether you consider yourself B2B (business to business) or B2C (business to consumer) in reality, we are P2P (person to person). And it is important to remember that people do business with people, not brands, logos, or fancy taglines.

"Whether your business is b2b or b2c, relationship marketing is the currency in today's business economy."

~ patty farmer

One thing remains constant (and crucial) in the increasingly digital world we live in: our innate human desire to connect with others and belong to a community.

So, how can coaches, speakers, and entrepreneurs foster this profound connection with their audience? The answer is as timeless as humanity itself - through the art of storytelling. Stories, with their inherent ability to touch hearts, provoke thought, and inspire action, have the power to transform our digital platforms into vibrant communities brimming with connection and engagement.

Storytelling. The most powerful tool to build community and connection.

Below are 7 tips to creating stories that create connections, build relationships, and may lead to revenue.

1. Creating Emotional Connections

People naturally gravitate towards stories because they trigger emotions. This emotional connection fosters empathy and strengthens relationships, making members feel more attached to the community.

Tip: When sharing stories, don't shy away from showing vulnerability. Be authentic and share your triumphs as well as your struggles. This honesty makes you relatable and fosters a deeper emotional connection with your audience.



2. Highlighting Shared Values

Stories that reflect common values help establish a shared identity. This fosters a sense of belonging, encouraging members to actively engage and contribute to the community.

Tip: Identify the core values that resonate with your audience. Incorporate stories that echo these values, showing how they are reflected in your actions or decisions. It could be a personal anecdote or a client success story that embodies these values.

3. Inspiring Action

A well-told story can inspire and motivate people to take action. It can be a catalyst for change, encouraging members to engage more actively in the community.

Tip: Use narratives to inspire action. Showcase real-life examples of people who took action and achieved their goals. This could encourage your audience to become more proactive and engaged within your community.

4. Promoting Understanding and Learning

Stories are effective educational tools. They simplify complex ideas, making them more accessible and easier to understand. This promotes learning within your community.

Tip: Translate your lessons into stories. This could be an example from your own personal life, a case study, or even a fictional narrative that embodies the lesson. The more engaging and relatable the story, the more effectively it can impart knowledge and understanding

5. Encouraging Interaction and Dialogue

Stories naturally invite discussion and engagement. They encourage members to share their own experiences, leading to a more vibrant and interactive community.

Tip: Foster a two-way conversation. After sharing a story, invite your community to share their thoughts or similar experiences. This not only keeps the conversation going but also allows your community to feel heard and valued.

6. Building Trust and Credibility

Trust is a cornerstone of any strong community. Stories that demonstrate your expertise, reliability, and integrity can significantly enhance your credibility, fostering trust among your audience.

Tip: Share stories that highlight your professional journey, the challenges you've overcome, and the successes you've achieved. Be transparent about your process and decisions, which can help your audience understand your expertise and dedication. Also, consider sharing testimonials or case studies that validate your work.

7. Fostering a Sense of Inclusivity

A strong community is inclusive, welcoming people from diverse backgrounds and experiences. Storytelling can play a significant role in fostering inclusivity, making every member feel valued & seen.

Tip: Try sharing a wide range of stories that reflect the diverse experiences of your audience. Encourage members from different backgrounds to share their own narratives. Also, show empathy and respect for all stories shared, which will signal to your community that all voices are valued and respected.

By using storytelling to build trust and foster inclusivity, you're creating a community where members not only feel connected but also safe and respected. As a leader in your field, embracing these strategies can help you nurture a vibrant, engaged, and inclusive community.

Let me share a story...

Once upon a time, there was an ambitious entrepreneur named Lily. With a vision to empower women entrepreneurs to reach their full potential, Lily started a coaching business, but attracting and retaining clients proved to be challenging. One day, she realized that she had been focusing on selling her services, instead of connecting with her potential clients on a personal level. She decided to begin sharing her own journey of becoming an entrepreneur through her blog and social media channels. She shared the struggles she faced, the failures she encountered, and how she overcame them. She started incorporating storytelling into her coaching and her clients felt heard, valued, and less alone in their struggles. The strengthened relationships led to increased client retention and referrals, and her revenue started growing exponentially through the power of story.

In conclusion, storytelling is not just an art; it's a powerful tool for community building. By creating emotional connections, highlighting shared values, inspiring action, promoting learning, and encouraging interaction, stories can truly bring your audience together. As coaches, speakers, and entrepreneurs, embracing the power of storytelling is key to nurturing a thriving community.

Be a Part of a Circle of Influencers



Join our community
TODAY!



Harnessing the Power of Thought for Business Success



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.



Have you ever asked yourself why some businesses succeed while others don't? The path to business success is not always straightforward but rather a multifaceted journey guided by our thought processes. The dynamic process of strategic thinking, the resilience of a positive mindset, the intensity of mental focus, and cognitive clarity can empower us to unlock the limitless potential of our businesses.



A Shift Towards Thought Leadership

In the modern business landscape, innovation and strategy have become necessary foundations. Going beyond mere knowledge, successful businesses are built on a profound understanding of industry trends and clients' needs, encapsulated within the concept of thought leadership.

A thought leader thinks beyond the limits of normal, devising unique solutions that have never been thought of yet. This distinctive approach to solving problems allows businesses to leapfrog competitors as they deliver fresh and extraordinary insights to their clients. Consequently, businesses can foster lasting client relationships and establish themselves as an expert in the industry.

Thought leadership can be a significant advantage when marketing your products or services. Clients who see you're always coming up with new ideas will start trusting and engaging more with your brand. Showing thought leadership via webinars, podcasts, and other content will also help people view your business as progressive and forward-thinking.

Achieving Cognitive Clarity for Effective Decision Making

Gaining cognitive clarity is the beacon that guides effective decision-making in both business and life. It bolsters your confidence when making decisions, as you know the best possible information is right at your fingertips. Achieving this requires getting acquainted with yourself, figuring out your strengths and weaknesses, and assessing a situation objectively before making a final decision.

Unleashing the Power of Thoughts

Thoughts hold immense power, shaping our lives and dictating our business success. Understanding the potential of our thoughts is the first step towards using them as tools for personal and professional growth. To achieve this, you can start by regularly directing your thinking toward positive objectives like mastering skills or developing winning ideas that could yield positive results.

Concentrating on solutions rather than issues is vital, so you are not weighed down by a negative mentality that could influence your concentration and efficiency. Visualization techniques can also be helpful, such as picturing yourself succeeding or talking with certainty before a virtual conference or conversation with an influencer. Visualization assists you in developing solid mental images, which will help move you toward accomplishing what is most essential for you. Positive affirmations are another successful way entrepreneurs can use the capacity of their brains for more success at work and in life.

Affirmations are like little affirmations that you have all the ingredients inside of yourself to do great things. They provide an extra push when times get tough or a mountain seems too high to climb. By repeating affirmations regularly, we can keep skepticism and uncertainty away while boosting our self-confidence, so we start reaching goals faster than ever imagined! Believing in ourselves is essential for accomplishing anything, especially running any business successfully, ensuring your head stays optimistic instead of worrying about possible problems.

In conclusion, thought leadership is an indispensable part of any successful business. Positive thinking, mental sharpness, and cognitive clarity are key when it comes to reaching the desired outcomes. Having the right attitude in place can unlock one's potential and give birth to a prospering business. Taking time off as needed for reflecting on our thoughts as well as how they are affecting our decisions might just be what we need to gain better control over them, ultimately resulting in increased productivity and success for our businesses! Can you imagine yourself unlocking such capabilities? If you want to take your life and career up a notch, why not harness the power of thought and create an environment that fosters innovative thinking, promotes positivity, enhances mental focus, and encourages cognitive clarity? You will achieve more as you embrace these concepts and strive for continuous learning.



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

Adding emotional content to your messaging connects to consumers' personal experiences through ads & storytelling. Companies may create narratives that utilize various emotions, including joy, fear, sorrow, and frustration, to compel the audience to respond, share, make purchases, retain information, and come back for more.

-patty farmer



The Four Pillars of Business Success



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.

As the business expert columnist, I felt it was important to share the guiding principles that have maintained my 42 years of success for my multi-million-dollar successful businesses. Together my businesses bill out well over one million dollars a month and were built from the ground up. These practices have created wealth, provided careers and jobs for over seventy employees and the lifestyle that I have planned for years. We are talking about vision boards coming to life! So, let's get started, because it is truly my passion to help other businesses grow and thrive.

#1 The Health of the CEO is First and Foremost.

Are you getting personal fulfillment from running your business? What are you tolerating that you shouldn't be?

I see the tail wagging the dog with a lot of CEOs from bad hires not pulling their weight or being disruptive to your business health. It's time to take back the reins. Believe me, I am speaking from experience. If your systems are outdated, get some help updating them. When you are running your business the way you dreamed about, people sit up and notice and customers feel drawn to you.

Are you getting enough support or are you a do it yourselfer?

A small business owners' biggest downfall is thinking they can do it all themselves, sometimes even when we have help, we snatch it away because we want control. Too much control equals being out of control because you can't be the visionary and strategist of your business when you are being the busy bee. Remember systems run the business and the people you hire run the systems.

"Everyone you will ever meet knows something you don't."

-Bill Nye, the Science Guy



Are you talking time for self-care and personal growth?

You do know you can't run a healthy business if the CEO is not healthy right? It's time to access your health in the important areas. Two areas that will up your game right away are eating right and getting to the gym. I know a lot of CEOs put this last and work long hours but being strong in the body translates to being a strong CEO. It will literally turn your world around. This goes for your relationships too, if you are having trouble at home, you can't do a good job at work, and you must get help in that area of your life to have a good business life.

#2 Your Mission Statement and Values System

Do you reflect your values in your business? Values like generosity, community, growing your team members, fun, authenticity. One of the mistakes business owners make is not living their values through their businesses. Go over your values regularly and add and subtract to fit your current principles so you can make integration of your beliefs and standards a priority. This sets you up to be authentic and we all know how attractive that is. We are drawn to do business with those who are authentic.



My mission statement for both my business and my personal life is ...

Grow the individual, Build the Family, Inspire the Community and Change the World.

Drilling down to this Mission Statement took my leadership team and I a day and a half at a retreat for this statement to emerge. We went back to the day we started the business to identify the guiding principles what made us continually successful for over 42 years. In looking back, we discovered that we poured into our employees and in turn their families really benefited from this mentoring. Our employees started to become more respected by their families and were happier. In turn they started to give back to our community and many literally went out into the world to change it for good. Do you see how important this is? This is life changing for you as the business owner, those you serve and the team you hire to carry out your mission.

#3 Your Marketing Habits

Do you have a written marketing plan that includes how many touches your prospects and clients get a month, a clear social media and online and in person networking strategies? Community strategies that make you known as the expert? Have you hired to fulfill those strategies? Do these strategies include marketing yourself because you are the best marketer for your business? Your marketing strategy should be a very personalized system with the help of a trusted team that is an extension of you and your values. Remember values are passed down from the founder to all areas of your company through the personal training that only you can provide so get involved and remind your staff often of the foundational values your company was founded on.

#4 Let Your Numbers Guide You in Both Finances and Sales.

You can't hit a target without making one and it's important to calculate what that target should be so your company can run smoothly. It's quite simple to do.

First, you'll need to know what the cost to do business is. This number includes your fixed costs like rent or mortgage, payroll for your team and yourself, costs of gas, vehicles, insurance etc. Then you must calculate your cost of goods, this is what it costs you to do the job to provide your services, like materials, labor, etc. These two components together will form the amount you have to break even. Next comes the amount of gross profit you will need to add to make a profit and that becomes the percentage that you add to each project to make that profit. See, Easy Peezy.

To do this I keep a spreadsheet of what we have bid on, billed, and collected which also includes the total Gross Profit Margin targets and if we are above or below those targets. This allows us to always have our finger on the pulse of the company.

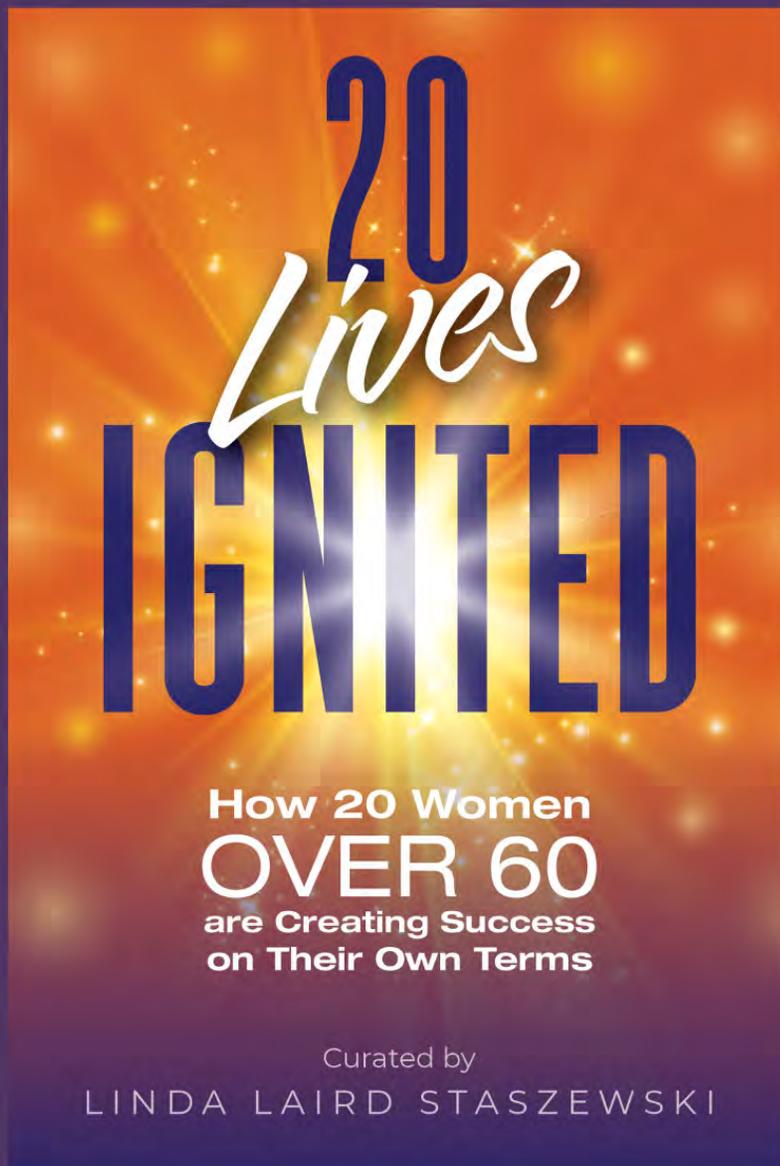
Why Buy the Book?

"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

Leadership – The X-Factor is LISTENING!



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.



Over the years I have studied, coached, and collaborated with some of the top leaders in their industry. I often wondered what mojo or X-factor did they possess that separated them from all the rest. What I discovered and experienced in my own coaching and leadership journey was the powerful, often misunderstood art of **"LISTENING"**.

Of all the skills needed to be effective as a leader and perform at the highest level, **"LISTENING"** was the differentiator. Authoritarians in leadership positions throughout various organizations and industries often display selective, even biased, listening of themselves, others and what's possible. The great ones, authentic leaders who make their mark, impact the world, and leave a legacy, have a distinct and unique way they listen and lead. They reach the summit and gain the admiration, respect, and love of the people they served.

Listening is not the same as hearing. It is active and generative, and it shapes our speaking and our actions. People, situations and even the world occur in a particular way and that "occurring" is a function of how we listen. That way of listening determines the actions we take and either empowers or disempowers others to take action. Essentially, listening shapes and even creates the future of the organization. Great leaders intentionally influence & impact others through how they listen.

Below are the top 6 qualities and characteristics I have found in highly effective leaders who have mastered the art and science of **LISTENING**:

1. Fully Present: Great leaders listen to understand and connect with people. Most people don't check out, they rarely check in and they do not listen to what's actually being said. Instead, they listen to their internal dialog, thoughts, and feelings about what is being said. Whether they agree or disagree, believe it's good or bad, like or dislike what is being said and they then map that on to what they already know leaving others with the experience of not being heard.

In essence, most become the judge and jury of everyone and everything that is being said. Highly effective leaders have the ability to listen from “nothing” with no judgement. They set aside their view or perspective and give up the right to fight to be right. They listen to others’ views and ideas as if they are as valid as their own. As a result, people are left feeling heard, seen, and gotten. They are left empowered!

2. Empathy and Generosity: Great leaders listen to understand and connect with the feelings, and perspectives of others. Notice how often you and I listen from “something is wrong here”. Wrong with you, with others or the situation. In other words, human beings listen from something is broken and it must be fixed. Taking it one step further, people are broken and they must be fixed. Leaders choose to listen to what’s being said as a contribution, seeing a problem as an opportunity, even a gift. PQ (Positive Intelligence) is an effective tool that differentiates the Saboteur perspective from the Sage perspective and provides simple, effective techniques to tap into the Sage and live an empowered life. Effective leaders have high PQ and regularly tap into their sage perspective.

3. Allow for Contribution: Effective Leaders value the ideas, insights, and contribution of the team, especially those ideas outside of the predictable norm. Some have grown up with their parents pounding into them that “children should be seen and not heard.” This practice has been continued into adulthood and produces people who go along with and never question the process or what’s possible. They are stuck in a box of their own making. Powerful leaders welcome and value all contributions and allow others to step outside of the box, express themselves and dream and play big.



4. Committed yet Unattached: Effective leaders know how to focus on the ultimate goal, the final destination yet tend to what's important now (WIN)! They embrace the breakthroughs and adjust to the breakdowns while keeping their attention on the mission and end game. They listen from their deep rooted commitment (north star) instead of the dream busters and they demonstrate courage over fear and resiliency over resignation.

"To listen is to continually give up all expectation and to give our attention, completely and freshly, to what is before us, not really knowing what we will hear or what that will mean." ~ Mark Nepo

5. Possess High EQ: Leaders develop self-awareness, self-regulation, motivation, empathy & social skills that empower themselves and others. Much of our listening is shaped by the meaning and power we give to our life's experiences. We make up stories and assign meaning to those stories. Leaders look and listen for the good and write their own happy ending.

"Leaders listen for the GOLD and give space to the GARBAGE"
~ Cathy Compton

6. Stand in the Future Fulfilled: I have studied under some of the most powerful people in the world of transformation and have discovered how we listen and what we say creates the future. We have heard this time and again from famous actors, athletes, CEO's, and highly accomplished individuals. Our words have real power, and they have the ability to shape, even create the future. Kennedy spoke and declared "Man on the Moon" at a time when we did not have the technology to do so. He listened for what was possible and spoke it into existence. Olympic athletes Usain Bolt (Jamaica), Michael Phelps (United States) & Simone Biles (United States) all declared they would win gold and won a total of 39 Olympic gold medals. Extraordinary leaders listening and speaking from the future as a "done deal" and their actions align. **It's all in the listening!**



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

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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', 'It's Time to Build Relationships Differently', '3 Reasons Paid Ads Fail to Get Results', '5 Reasons Why You Need a Brand & a Brand Strategy', 'Be a Better Boss: Master 7 Critical Skills', 'The Power of Effective Communication', '5 Reasons to Say "Yes" to Becoming a Speaker', 'Live Events As a Business Strategy', 'Mindset Hacks Guaranteed to Get You More Business', 'The 3 P's of Profitability: Passion, Purpose & Perseverance', 'The Truth about the 4 Biggest Book Writing Myths', 'Meet Phil Gerbyshak... from a Town of 966 to a Network of 2...', 'Meet Ava Diamond... Leading from the Stage', 'Using Livestream Video to Turn Lunkers into Leads', '3 Reasons Paid Ads Fail to Get Results', 'A Ten-Year Vision for Building a Community Online', 'You Need LinkedIn Newsletter', and 'Owned & Earned Media... the Differences & You Need Them All'. The magazine covers also feature photos of various authors and contributors.

Marketing Media & Money
5 Year Anniversary Issue
4th Q. 2021

Why You Need a Brand and a Branding Strategy

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

Developing a leveraged social media strategy that includes brand awareness, lead generation, increased web traffic, and engagement with your ideal audience will result in the ability to make more sales utilizing social selling.

-patty farmer



5 Ways to Release Limitations & Exceed Your Expectations



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.

A common statement I hear about entrepreneurs is most don't dream big enough... Too many business owners get stuck in reality and what is possible in the next 6, 12 or 24 months. They see what's right in front of them and are immersed in the limitations of what they see. And while it's important to be "*in the moment*" there's more to the equation! If you make all your decisions based on your bank balance, the lack of prospects, deals in your pipeline or other logistics, you're missing out on a big piece of the pie.

Contrary to all the bits and bytes of data, number crunching, the economic forecast and what the "experts" are saying...there is more to this process of creating success than meets the eye.

How many people told you (maybe you're one of them) they had a really successful year in 2020 when the world shut down? I've spoken with many people who had their best year or a great year in 2020. Many were successful because they quickly figured out how to "pivot" their business. They were willing to do whatever they needed to do to survive and take care of their employees. Yet it's what's at the root of this success that we want to examine and understand.

Chances are if you're reading this article, you are already highly successful. Perhaps you've made enough money and really don't need to work another day. Maybe you created success in multiple businesses and enjoy the process of starting and selling them. Or you found your passion and love your life.

You may also be reading this because you desperately want to move beyond your "fails," feeling defeated and can't see the way out. You've tried many times and ways yet haven't created the success you desire.

I've got great news! If you're still here (on this planet) you're not done yet. Whether ultra-successful or seeking your first success. There is always a *next-level*, another dream or desire that knocks on the door to your soul and begs you to take the leap and pursue it.



I spent 25 years in Tech Sales. I lived by quotas, goals and pounding the pavement to get the deal done by quarter-end. I am keenly aware of that process and was very successful. Yet now that I've been an entrepreneur for 15 years, I have a wider lens and a different perspective. I've helped corporate executives and business owners to set and achieve bigger goals than they ever imagined they could reach. I get fired up and energized when I speak to groups of women about dreams, goals, mindset and releasing limitations. Because it's so empowering. **So, let's get you feeling fired up.**

1. Start with Your Vision

When you were young you had a vivid imagination, remember? You weren't concerned with how it would happen. It's an incredible tool for you as a business owner. Imagine...what would surpass your current goals or dreams? How amazing would it be? Take a minute, right now and allow yourself to *experience* this—just let go and have fun with it.

What is your current vision for your business, life, financial or physical health?

- How open is the lens you're looking through?
- What's it focused on? What's filtered out?
- Does it bring you joy or frustration?

You can adjust your focus, like a camera lens.

- What's your BIG Vision?
- What excuses, doubts or fears cloud your Vision?
- What possibilities does it offer you, your clients or family?

You could make a list of 15 things to go deep.

2. Get Out of Your Head

Your imagination gives you a *feeling* you experience.

How would it FEEL to *exceed your expectations - to double or triple them?*

How would it make you feel? ...Free, Calm, Peaceful, Happy, Confident, Courageous, Satisfied?



3. Listen to Your Stories

- What stories do you tell about your dream?
- Are your thoughts and patterns aligned with what you want?
- What have you convinced yourself you can't do—and why?

Really tune in to what you're saying and listen to how easily the excuses and limitations fall from your lips. You don't need all the answers today or see the steps for "how" it's going to happen. When you drive at night, your headlights illuminate ~250 yards ahead...allow this path to reveal itself to you.

Stop Fighting for Your Limitations!

4. Shift Your Story

Write a new story that supports your Vision. What you really want and why you deserve it. The *only* limitations you have are in your head. *Believe* it's possible and make a *commitment* to yourself. As new excuses surface, replace with personal affirmations that feel good to you. "I am safe. I am enjoying my business and life. I am feeling happy and FREE." Repeat daily.

5. Manage Your Energy

Pay attention to your energy and mood all day. Choose to focus on what makes you feel good, not on what's wrong or missing (not enough money, need clients, never enough time). You get more of whatever your focus is: good or bad.

The more you focus on what's working, the quicker you'll release your limitations. Start your day with appreciation and gratitude. Spend time in the beauty of your vision.



Repetition is key: Focus on it, See it, Feel it, Believe it...Let Go.

You don't need to control everything.

Take inspired action vs. pushing and trying to make things happen.

When you let go, the current will carry you.

You'll have less stress, worry, anxiety and begin to live in flow.

DREAM
BIG.

Voice Confidence Quiz

You'll need **Confidence** to exceed your expectations.

Plus PDF
10 Business Tools
to Create More Balance



Lori Hanson
The Success Whisperer

[Test Your Confidence](#)

The Profitable Interview Formula. A Fun, Effective Way to Collaborate with Your JV Partners



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, I emphasized the importance of developing and nurturing relationships with Power Partners, because it takes a village to create a thriving business. It's so much harder to try to build your business on our own.

In this article, I will discuss different ways of collaborating with your Joint Venture Partners and how it can take your business to the next level.

Joint Venture Partners (JV Partners) are like power partners on steroids. While power partners involve making one-off referrals through email or in-person introductions, collaborating with JV Partners entails sending out emails and leveraging social media to promote your partners' launches, programs, or events. Promoting a JV Partner requires a significant amount of time and effort compared to promoting a Power Partner.

Another commonly used term for these collaborative relationships is Affiliate Marketing, wherein your JV Partners become your Affiliate Partners. By promoting your partners, you can earn affiliate commissions when someone from your list invests in a program, product, or service. This form of marketing can create a substantial passive income stream. However, it's crucial to approach affiliate marketing in a thoughtful, tasteful manner.

One common complaint about affiliate marketing is that it can feel impersonal. Promoting your partners often involves sending out a series of emails and posting on social media. To strike the right balance, it's important to provide value to your email list while promoting your partners. Relying solely on email promotions can be challenging due to the declining open rates since COVID.

To address this issue and align with my heart-centered approach to follow-up and sales, I developed a highly effective and personal process called the ***Profitable Interview Formula***.





This strategy not only strengthens the relationship between partners but also yields numerous new client enrollments. Implementing the Profitable Interview Formula has been one of the most effective ways for me to support my partners and for them to support me.

The Profitable Interview Formula

Most people conduct interviews with their partners on platforms like Facebook Live. In this scenario, you can't follow up with people because you don't know who is attending.

Instead of having an anonymous audience, I require participants to register for the interview, allowing me to follow up with them later. This “list-building interview swap” process ensures that you have the contact information of attendees so you can follow up with them.

Steps To Take

Send an email to your partner requesting the necessary information from them including:

- Swipe copy and social media copy to promote the interview.
- The URL link for the registration page to include in your emails.

When you are interviewing your partner, they will create a simple registration page and when people register, they get added to their list. On the registration form, there's a place to put in their phone number, so your partner can call them to follow up.

A description of what they are going to offer with your affiliate link. Conduct the interview on your Zoom line and simultaneously stream live on Facebook to provide an opportunity for non-subscribers to join at the last minute.

Make The Interview Very Interactive.

Choose the Zoom platform, which allows attendees to ask questions and engage with you directly. The attendees are on zoom with you and can get their questions answered. Avoid using webinar formats that restrict attendee interaction. When you use the webinar format you can't see the attendees and they can't interact with you except through the chat.

Encourage your partner to ask the audience questions throughout the interview to better understand their challenges and concerns. This enables you to tailor the discussion to address the most pressing issues for your audience. The more interactive you make the interview; the more engaged people will be. Create opportunities for the audience to ask questions during the interview, or you can save time at the end to answer questions.

Include a Call to Action

Always conclude the interview with a clear call to action. Since the interviews typically last 30-45 minutes, it's best to have a lower-priced offer. The more time you spend with people, the higher the price you can offer.

Follow-Up After the Interview

After the interview, send the recording to your partner so they can distribute it via email along with a short description of the offer and your affiliate link for people to purchase. Recommend that your partner personally call the people who attended the interview. I'm an old-fashioned girl and believe in the tried-and-true way of connecting with people by calling them on the phone. Every time I call people, they thank me for calling them and sometimes even say that I made their day. Most entrepreneurs follow up via email, so when you call people, you will really stand out from your competition, and they will feel that you really care about them.

Bonus Tip: Integrate an Assessment Tool into Your Process

When being interviewed, include a link in the welcome email that allows attendees to take a short assessment before the interview. This assessment helps identify the areas where they struggle the most, allowing you to dedicate more time during the interview to address those specific concerns. By focusing on the participants' top concerns, you can provide a higher level of service and value.

I have been doing these list build interview swaps for several years now and they have proven to be the most fun, profitable way to collaborate with my partners, grow my email list, and enroll new clients. During my launches, most of my new clients who sign up for my programs come from my JV partners.

If you're interested in learning more about this process, I have created an online program where I share the entire step-by-step guide. If you would like to discuss it further, please email me at debbie@powerupyourfollowup.com.

*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!

The Transformative Power of Events to Revolutionize Your Business



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.



I have had the incredible privilege of working with individuals in the small business, entrepreneurial and coaching space for over 20 years, helping them bring their dream events to life. I have a passion for my client's success and the impact they make on this world and how the impact of events has changed their life and business.

The Impact of Events

Events have a remarkable ability to create lasting impacts. They provide a unique platform for personal and professional growth, facilitating deep connections, inspiration, and transformation. Just think about the last event you attended that left you feeling energized and motivated. *That's the power of events in action.*

I've witnessed first hand the incredible transformations that occur at events. The emotional and experiential aspects of these gatherings enable attendees to break through barriers, gain new perspectives, and discover untapped potential within themselves. Events create an atmosphere that fosters growth - that's where the magic happens.

Who Events Serve

Events serve a diverse audience, including coaches, authors, speakers, and entrepreneurs. Whether you're a seasoned professional or just starting your journey, events offer valuable insights, tools, and connections that can accelerate your personal and business development.

- **Coaches** can benefit from events by gaining new coaching techniques, expanding their network of potential clients and collaborators, and immersing themselves in a supportive community of like-minded individuals.
- **Authors** can use events as a platform to connect with readers, build their personal brand, and gain exposure for their work. Events provide opportunities for book signings, panel discussions, and engaging presentations that captivate audiences.
- For **Speakers**, events offer a stage to share their expertise, inspire others, and expand their reach. The connections made at events can lead to invitations for future speaking engagements, collaborations, and partnerships.



- **Entrepreneurs** can leverage events to showcase their products or services, generate leads, and build brand awareness. Events create an environment where entrepreneurs can connect with their target audience on a personal level, making a lasting impression.

Profitability of Events - Events can be not only fulfilling but also lucrative endeavors for coaches, authors, speakers, and entrepreneurs.

- **Ticket sales** - are an obvious revenue stream for events, but that's just the beginning.
- **Sponsorships** - offer opportunities to collaborate with brands aligned with your event's mission and generate additional income.
- **Merchandise** - such as books, courses, or branded products, can be sold during events, maximizing your revenue potential.

One of the most exciting aspects of events is the opportunity to present a *high-ticket offer*. This is where you can offer an exclusive program, coaching package, or mastermind to your event attendees. By showcasing your expertise and providing immense value during the event, you can convert attendees into high-paying clients.

Furthermore, events have a lasting impact on your business beyond the event itself. By creating a memorable experience and building a community, you lay the foundation for long-term business growth. Attendees become loyal followers, potential clients, and brand ambassadors, helping you expand your reach and increase your profitability over time.

Building Communities through Events

Events serve as catalysts for building thriving communities. They provide a platform for like-minded individuals to connect, share experiences, and collaborate.

By creating an inclusive and supportive environment at your events, you foster a sense of belonging and create a community that extends beyond the event's duration. This community becomes an asset for your business, offering ongoing support, collaboration opportunities, and a network of trusted connections.

Consider implementing community-building strategies such as facilitated networking sessions, mastermind groups, and online forums where attendees can continue the conversation and support each other long after the event concludes.

Creating Exciting Events

Now, let's discuss how to create truly exciting events that leave a lasting impression. Whether you're organizing a virtual or in-person event, there are key elements to consider.

First and foremost, define your objectives. What do you want attendees to gain from the event? What kind of experience do you want to create? This clarity will guide your planning process.

Design an engaging agenda that incorporates a mix of inspirational keynote speakers, interactive workshops, and networking opportunities. Consider including breakout sessions, panel discussions, and hands-on activities that encourage active participation.

Choosing the right venue or platform is crucial. Ensure it aligns with your event's goals and provides a comfortable and immersive experience for attendees. If hosting a virtual event, leverage technology to create an interactive and visually appealing environment.

Integrate storytelling throughout your event. Share personal anecdotes, case studies, and success stories to connect with your audience on an emotional level. People remember stories, and they will remember your event.

Lastly, sprinkle surprises and experiential elements throughout your event. This could be anything from surprise guest speakers to live performances or immersive activities that engage all the senses. Creating moments of delight and excitement keeps attendees engaged and leaves a lasting impression.

In conclusion, events have the power to transform your coaching, authorship, speaking, or entrepreneurial journey. They create lasting impacts, serve diverse audiences, and can be highly profitable endeavors. Events also provide a platform for building communities, fostering meaningful connections, and expanding your network.

Events also have the power to become a disaster if not done right. One small mistake or missing piece can turn your dream event into an unmitigated disaster. Using the tips above and our free quick "Disaster Proof Event" guide, we are sure you will have the tools you need for a successful and profitable event.

I am passionate about helping individuals like you create their dream events and high-ticket offers. The potential for growth and success through events is immense, and **I encourage you to harness this power to unlock new opportunities for yourself and your business.** I hope you feel inspired to leverage the power of events and create truly exciting experiences for your audience.



BLU DIAMOND EVENT MANAGEMENT

12 EVENT DISASTERS AND HOW TO AVOID THEM

[CLICK HERE](#)



The How (and Why) Influence Impacts Your Return on Investment



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.



When it comes to making smart financial choices, your **return on investment** (ROI), is key. Whether it's stocks, real estate or expanding your business operations, the use of ROI to determine if what you're putting your money into will provide benefits greater than its costs over time guarantees independence and stability. A winning combination that will power growth for your business future!

There is also a "newer" combination to ROI, known as **return on influence**. When you focus on building relationships with individuals and organizations that can represent your brand, and bring credibility and value to it, you create another benefit for your business growth.

So, let's talk about these two different ROIs!

With **return on investment**, you are looking to ensure you are getting the biggest bang for your buck! It's easy to determine whether or not an investment is worth making. The **return-on-investment** formula is as follows:

$$\text{ROI} = (\text{Net Profit} / \text{Cost of Investment}) \times 100$$

If a potential investment or project has an ROI that is net positive (*greater than 1 or 100%*), it could be worth your while to pursue. It's an accurate calculation to use to make smart decisions about where to allocate your cash.

So, let's get a real-world example:

Example #1 You are considering going to a trade show that costs you \$750.00 to attend. You also spent \$500.00 on the booth set-up and marketing materials. A total cost of \$1,250.00.

You sold \$5,000.00 widgets at the event.

$$\$5,000 - \$1,250 = \$3,750$$

On the other hand, steer clear of negative or low-yielding ROIs – less than 1 or 100%

Example #2 Same costs as above, but you only sold \$1,000.00 widgets at the event.

$$\$1,000 - \$1,250 = -\$250.00$$

$$\$250.00 / \$1,250 = 0.2$$

$$0.2 \times 100 = 20\%$$

Many business owners believe that if you spend more you make more. Spending more money may result in a greater **return on investment** but if you don't have an unlimited cash flow, you must be strategic with the cash you do have.

You can spend thousands and still miss the mark with your target audience, simply because you don't know enough about what they want or need from your product and it's a costly gamble that should be avoided at all costs!

If success is your aim, and we know it is, you must equip yourself with the right resources! Market insights and strong analytics will help keep you grounded in reality while allowing for fresh perspectives to take hold. Don't base decisions solely on emotion but ensure they are backed up by wisdom of a strong foundation upon which growth can occur.

Set achievable goals by utilizing S.M.A.R.T objectives - Specific, Measurable, Attainable, Relevant and Time Bound. These key performance indicators alongside utilizing the ROI calculation is the perfect way to maximize profits and ensure you get a return for your investments. You can quickly measure and track any changes in value for virtually any type of transaction, product, or expense. With an understanding of how each decision contributes directly to net profits, it becomes much easier to make informed choices about business opportunities and direct performance towards success.

Beyond just money, you have to invest in resources such as customers, people, and time and frankly, that takes influence!



Return on investment can give you an idea how much revenue each campaign brings into play, but don't stop there! If your business has a lot to gain from influencing others in terms of visibility, lead generation and increased sales. It may be time for you to step back and evaluate the impact that **return on influence** is having on your business!

When looking at ROIs such as influence, nothing is more important than connecting and staying connected with your customers. For a small business, it's essential to ensure optimized results and maximum **return on investment** spent across multiple channels without compromising budget or quality. Reaching out to them the right way not only makes you stand apart you're your competitors but keeps your customer relationships refreshed and alive all while creating trust and influence.

Social media has evolved to give people across the world a powerful new way of communication. Your social media presence should go beyond just counting followers across multiple platforms but determining their effectiveness so that your campaigns and posts move people forward, creating a **return on influence**, rather than merely standing still.

Email marketing provides a direct channel of communication between businesses and their subscribers or customers, but they crave more than just coupons and sales information. They are looking for useful advice that can help them make better informed decisions. This also allows companies large or small to build relationships, gain valuable insight into their prospects' interests and desires all while achieving tremendous **return on influence** potential.

Network marketing allows you to get ahead and stay there. This is a powerful tool that allows business to expand their reach and influence beyond what they normally could, by creating active ambassadors within their own circles, achieving impressive **return on influence** capacity.

Your business doesn't just exist in the tangible world. This becomes truer with each passing year and with each generation. Real success lies at the interplay between numbers-driven results and other forms of value such as audience growth or inciting connections with potential customers through content strategies and influence.



From the classroom to the boardroom, it pays to know your returns. **Return on investment** measures profitability and success, after all more money = more possibilities! While **return on influence** considers more than just financial gain. Measuring results between monetary return & influential standpoints are productive practices for every business owner.

*So don't be limited
by figures alone!*



RISE

ABOVE THE REST

PUT YOUR BUSINESS IN THE LEAD!



MAXIMIZE YOUR RETURN?

UNLOCK ME!

42

Krista Beavers

 **GUARDIAN**
ACCOUNTING, INC.

DRESS YOUR
BUSINESS FOR
Success

Up Close and Personal With...

Joe Pallo

Author of Sell Nothing



What does success mean to you?

Getting well paid to do something you love to do and would do for free. For me it's coaching and helping others to get what they want. By that definition, I am successful.

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

When first planning, double the investment needed, double the time it will take, and double how hard it will be. Now, I'm not saying all those things are actually needed, but the conviction or thinking at those levels is needed.

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

I was working at a consulting company when I was told that I could not deliver the Executive Level coaching package I had sold them. Someone else would have to coach them or I would have to go back and tell them my pricing was too high, cut it in half, then I could coach them. Sell Nothing started then.

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

The need to change their thinking on referrals. There is so much noise out there, that we just delete, delete, delete. I successfully grew my business for 7 years without a website, social media, and no podcasting whatsoever. It was 100% referral based. I believe and consistently coach on the fact that referrals are more important than the sale.

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

Spence Hays, the Chairman of Southwestern and The Tom James Company. Almost everything I have has been influenced by him and his thinking. He would wake up every day and look in the mirror and say "I feel healthy, I feel happy, I feel terrific.... Now, you good looking thing you, don't you ever die." That is a guy who controlled his thinking, his attitude and has influenced others.

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

"If your why is strong enough, the what and how doesn't matter, just get out of the way." My why is pretty simple. It's the old cliché, "if I help enough people get what they want, I will get what I want." I 100% believe that. If I keep my thinking off myself and on to them, what do they want, what do they need, it will work out. Maybe not on this particular deal, but in the long run I'll be fine.

What are 3 lessons that took you the longest to learn?

- 1)** Problems do not go away and ignoring them will only make it worse. Do something to address it now.
- 2)** That I can walk away from the wrong business, I don't have to work with everyone and it is OK for me to say no to them, politely and professionally of course.
- 3)** Act, do something now, take one step in that direction. The hardest part of running 10 miles is not running 10 miles, it's putting on your damn shoes. In other words, just get started now.

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

Launching my book and jumping into the social media world. My referral-based model works for me, but it is not scalable. A big motivator for me is to be able to influence someone else's life. If I am to keep heading in that direction, I have to act and think differently.

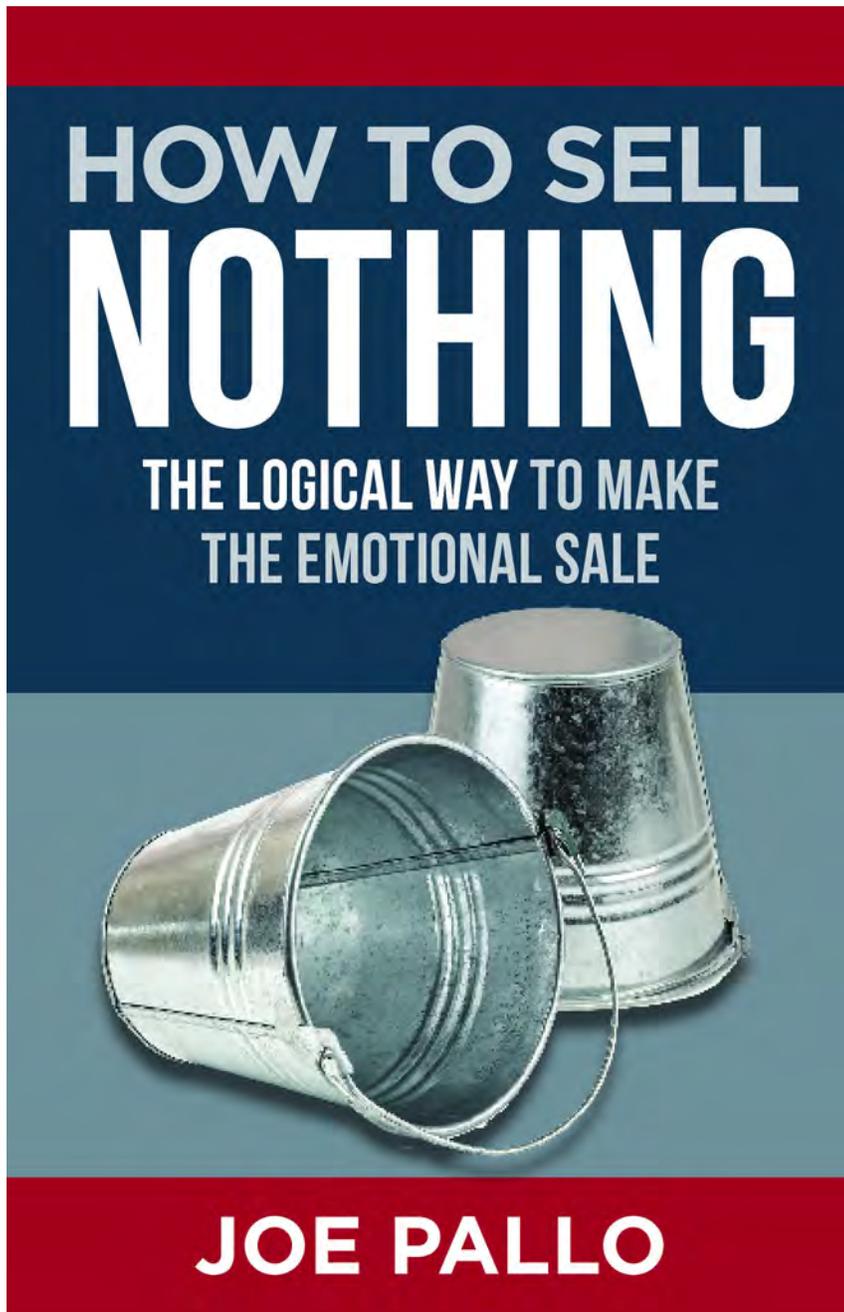
What was the biggest obstacle, blind spot or roadblock you had to overcome?

Self-confidence, where you ask yourself, "Can you really do this... Seriously can you do this?" I have found that our thinking is the most consistent thing holding us back. It's weird, but our thinking is also the biggest thing that can lead us forward. We need to be very aware of what we are saying (thinking) to ourselves, because we get what we think about.

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

I need to be careful on this one. Loyalty can be a bad thing. I have worked for some great companies, some great people, but I outgrew them. They are still good people and companies, yet the direction and growth I needed couldn't be achieved with them and I stayed too long because of my sense of loyalty. My advice to my 25-year-old self would be, stay as long as you are growing. Don't let loyalty hold you back.

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



*How to Sell
Nothing
by Joe Pallo*



Check Out Joe's Book!

Do it! Marketing by David Newman

How to Win Friends and Influence People by Dale Carnegie

Good to Great by Jim Collins

Bluefishing by Steve Sims

What to Say When You Talk to Yourself by Shad Helmstetter

What do you love most about your business TODAY?

I love seeing people grow. I have helped people double and triple their businesses and had entire teams double their production. They did the work and they deserve all the credit. But knowing I had a small piece in their growth, seeing how it change their lives, that's the good stuff!

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

I will blend two together... "Pallo, you are blessed with confidence and cursed with competence...and one feeds the other." Confidence means I'll try it, or start it. Competence means I have the skills to do it, or complete it. Being told this has helped me achieve numerous goals and it is now part of my self-talk.

What's next for you?

There are two things. I am starting to look at writing a second book, where I take the principals in How to Sell Nothing and migrate them to leading people. There is a lot of overlap in sales and leading. In addition, I am looking into licensing the coaching program of How to Sell Nothing and building a team again.

What are 3 ideas that can be applied today that can make a difference? Never move to the next step or close until they (your prospect) have told you what they want and why they want it. Doctors can't fix you until you tell them how and why, you can't sell anyone until they tell you how and why. Get them to tell you what they want, why they want it, then just sell that.

There is nothing passive about referrals. Your ask should be intentional and delivered with confidence.

Whoever is talking is buying. In a selling situation, if I am talking more than you, I am literally buying your objections. If I get you talking more than me, you are buying whatever is in my bag.

Never teach, train, speak or sell until you have created a space to have that conversation. People need to be emotionally engaged before the ask. Relevant and relatable stories are a great method to achieve emotional engagement.

Money Tip

Review the performance of the tools, applications, services, and subscriptions that you are currently investing in to reflect on whether they are still providing ROI for your business. If not, consider pausing or canceling them and reallocating those funds towards something that will enhance the success and profitability of your business.

-patty farmer



Unlocking the Power of Referrals: From Rookie to Sales Pro

Joe Pallo

Guest Author

When you first started selling, you probably weren't very good at it. We've all been there—lacking confidence, unsure of what we're doing. But look at yourself now. Through years of practice, repetition, and refinement, you've become pretty good, maybe even really, really good, at various aspects of the sales process.

Perhaps you excel at establishing trust, creating a buying atmosphere, building rapport, or handling objections. In certain areas, you're an expert, performing at an 8 or 9 on a scale of 1 to 10. It might have taken time to reach this level, but you've made it -- except for one area.

I'd bet dollars to doughnuts that there's still one area where you struggle. You're terrible at it, lacking knowledge and confidence. You are still a rookie. Ironically, it's a significant part of selling, one of the easiest and fastest ways to grow your business. **That area is referrals.**

Think about it. We know referrals work, and we've had some success with them. Occasionally, we even receive one or two. But we haven't fully developed and matured this aspect of our business, aligning it with the other parts of the sales process. Imagine if this one piece were operating at an 8 or 9 level—what would your business look like? Many would be satisfied with reaching a 5 or 6 in this area.

Here's the deal: There's nothing passive about referrals. Let me emphasize that again - referrals are not passive. Elevating your referral game from rookie status can have a massive impact on your business. Surprisingly, the main thing holding you back may be your thinking.

Consider this: How would you describe yourself in a selling situation? What demeanor do you want to convey? How do you want to be perceived? In my coaching, I often hear words like positive, focused, energetic, confident, professional, and knowledgeable. Take a moment to visualize that person—a positive, confident, and knowledgeable individual.

That's the person who should be asking for referrals.

Referrals are given to confident people.

It's a common pattern I've observed.



A talented salesperson can exude positivity and confidence during the selling process, but when it comes to referrals, they suddenly falter. They downshift, stumbling over their words and delivering a weak ask like, "Well... umm... I guess I would kind of, sort of, maybe like to ask if you know someone... but, oh, never mind, here are a few business cards." It's one of the weakest asks imaginable.

Such an ask screams rookie status and a lack of seriousness. Who would give a referral to someone like that? Even if they were to offer one out of pity, it's unlikely to be an A+++ referral.

Referrals are more crucial than making the initial sale, and they should be treated as such. Yes, you read that correctly. I firmly believe and coach on the idea that referrals carry greater significance than the sale itself.

Allow me to illustrate this point.

Years ago, while working at the Tom James Company—a retailer of custom clothing for CEOs and top business leaders—I mailed a brochure to an executive at the St. Paul Companies (now Travelers Insurance). After following up with a call and setting up an appointment, I met with him just three days later. He became a client and even provided me with three referrals. At that point, no suits had been delivered. Yet, he trusted me enough to recommend me. There is a good chance he may have even like me.

Fast forward two years, and I had over 150 clients at the St. Paul Companies. I was there three days a week, with my own ID badge and a temporary office. The growth that stemmed from those initial three referrals surpassed what the individual who gave them could have achieved alone. More importantly they were given based on our relationship, more so than a delivered product. When giving referrals, the person, the relationship is often more relevant than the product.

Referrals truly are more important than the sale.

Here is a sample of my Simplified Referral Ask.

Let's say Holli is a good client of mine.

"Holli, can I ask a favor...Can you help me out?"

"We have been working together for the past X years. We have accomplished _____, and worked on _____, and fixed____. I was wondering if I could get some feedback on what you like about working with me, my team and or my company?"

(Let them answer)

Dig-in and ask "What else? Tell me more? Can you give me an example?"

Imagine their voice, their words are filling up an imaginary bucket labeled "those things" I will not ask until they have filled that imaginary bucket. When it is filled, I simply pivot and say:

"Thanks, I appreciate that...hey, just curious, who are three people, at your level who, would appreciate those things?"

It is a great spot to be in, they just got done bragging on you and it is a natural transition to give referrals. The pressure awkwardness is gone.

It's our thinking that holds us back. Treat this aspect of your business as you did when you were a rookie. Embrace the practice, make mistakes, practice some more, and learn from those mistakes. You may not excel at it initially, and with time, your referral learning curve will steepen significantly with results that you'll be celebrating in your bottom line and beyond.



Joe Pallo, top sales trainer to top performers who want to sell more in less time and author of *How to Sell Nothing: The Logical Way to Make the Emotional Sale* empowers sales professionals to achieve unparalleled success. With personalized coaching, dynamic speaking engagements, and a unique approach to sales, Joe unlocks the secrets to connecting deeply with clients and exceeding goals. Learn more about his proven E.A.R.N.I.N.G System by downloading it at www.convertsalesfaster.com

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Why Choose Between Income and Adventure When You Can Have Both?

Jane Garee

Guest Author

If you have the heart of an entrepreneur, freedom, in all the ways **you** would define it, is the siren song of your soul, and you've probably spent time wondering how you can get more of it.

As a business owner, you know that freedom of money and time are two of the biggest results that fuel the determination and discipline necessary to run a successful business. When you are free to make as much money as you want, do what you love in both your professional and personal life, and have time to accomplish your dreams and goals, the world opens itself up to you, in more ways than you can imagine.

Fortunately, we live in a time where exploring more of the world, and having unlimited adventures, all while running a 6 or 7 figure business, has never been easier. ***There's been a steady incline over the past few years, of a new type of freedom, especially for the service-based, online business owner; location independence.***

As our global society pushes ahead into the reality and increase of "digital nomads", no longer solely described as freelancers in their 20's and 30's, you may have found yourself wondering how you can incorporate more travel into your life.

Here are three of the top considerations that will help you create a travel/business lifestyle, with ease and excitement:

1. Define what kind of travel you most crave– it's not enough to just "love travel", and many people discover this after they've spent time and money on travel that didn't bring them the satisfaction they anticipated.

There's a difference between a weeklong, luxe vacation, a multi-week exploration and adventure, and settling down for several months in a location that isn't home.

Understanding what you most want and need, at any given time, is imperative when creating a travel/business lifestyle. Vacation, slow travel, and living abroad all require slightly different things if you want to get the most enjoyment and results, both personally and professionally.



2. Structure your business for ongoing and easy revenue generation- no matter where you are geographically, setting up your business to provide consistent, regular income, means you'll never again worry that the time you're spending playing in exotic places, is interfering with your ability to create income. Multiple *streams* of income, and multiple *types* of income, are always a business owner's best friend, and there's nothing like significant travel to remind you of that. Even if you no longer need to work for money, but want to continue to make money, structure your business so that it's operating efficiently and profitably. Constantly looking at your financial situation in the middle of traveling, especially traveling at lengths of a month or more, to determine how and where to allocate your money, isn't fun, and can detract from your overall enjoyment.

Knowing regular revenue is occurring, and the monthly amount, frees you to say yes to all the travel invitations, and you'll also find that running your business becomes more fun, due to the creative surge that naturally occurs while traveling. *(Keep in mind that a schedule requiring less of your personal time is better during heavy travel.)*

3. Identify what obligations bring you the most joy, and what opportunities are most important to you – these two factors tend to be overlooked, and it's arguably the most important in the context of creating a travel/business lifestyle.

There is something seductive about imagining owning a business that doesn't need you or doesn't require your presence and generates massive amounts of revenue. Theoretically, you have every day, to just have fun, maximizing your travel.

However, as any seasoned traveler who has spent more than a month abroad or even in their home country, just not in their home office, will tell you, traveling full time just for the sake of traveling can become fatiguing. It's a classic case of, "The grass is always greener". NEWSFLASH: If you love what you do, ***you're going to WANT to spend time in your business, working!***

That's why it's important to understand what you most love to do as the business owner. Mapping out strategies, creating content, implementing back-office operations, sales and marketing, having quality time to interact with your clients and/or team all require a plan so you can capitalize on when you'll have the most time and energy to accomplish those things. A travel/business lifestyle without balance can become stressful.

People often underestimate both their social needs in the context of their business, and what part of their work brings them true joy. Everything is exacerbated when you're on the road, and out of your normal environment, so to create a travel/business lifestyle that feels effortless and enjoyable, understand **what** you love doing, **how** to continue doing it, and **who** you need to make it happen. With this in place, it's easier to take advantage of your travel opportunities.

As you may know by now, once you've been bitten by the travel bug, there's no escaping it. If anything, the more you travel, the more you want to! The realization that there is so much to see, do, explore and experience becomes a relentless drumming in your head and your heart. **MUST. TRAVEL. MORE.**

The good news is you *can* travel more, and without having to choose between income and adventure. Running and growing a 6 or 7 figure business while achieving all your travel dreams and goals, requires only your ability to be innovative and adventurous. As I tell all my clients, you really can *combine everything you love to do, with every place you want to go.*

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Let's Go!



Jane Garee is a global Sales Strategist, Trainer, Speaker and Author who is ***revolutionizing the way travel obsessed, service-based, online business owners work and live, so they can embrace their spirit of adventure and "combine everything they love to do with every place they want to go."***



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