

# SOAR TO SUCCESS



**JAMIE SUE  
JOHNSON**

*Coaching Us To  
Live IT in 3D!*

**A Blood Pressure  
Test For Your  
Business**

**Shhh...Is The Home  
Office Deduction Really  
A RED FLAG?**

**Plus:**

- \* **Top Security Tips For Businesses**
- \* **Leaders – Develop Self-Awareness to Build EQ**
- \* **The Importance of Understanding Your Brand**
- \* **And so much more...**

## From The Publisher

Welcome to the the February 2015 edition of *Soar to Success* magazine. It's our intention to provide you with practical tips, tools and techniques to grow your business or improve the quality of your life, in the three areas of **Core Business, Personal Growth and Business Acceleration Strategies**. We believe you can SOAR to SUCCESS when you nourish these aspects of your business and life



I'm Pat Altvater, the CEO of AFP Marketing and creator of BizTV Shows®, a group of online video networks that educate, inspire and motivate business owners, currently in Toledo and Columbus, OH., and Indianapolis, IN., with Dayton, OH and Portland, OR coming soon.

*Soar to Success* magazine is a digital multi-media publication because we know people like to consume information in various ways. So please take advantage of all the links provided to videos and other content.

Jamie Sue Johnson, with J2 and Associates is our featured expert this month. She shares information about coaching, selecting the right coach and what it takes to Soar to Success, among other things.

Hope you enjoy this issue and please subscribe to receive future issues.

Pat Altvater



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# Jamie Sue Johnson: *Coaching Us to Live IT in 3D!*

By Pat Altvater

Jamie Sue Johnson brings a zest and excitement to every project that she becomes involved with.



She has been a **Life and Business Coach** for over 16 years and loves that as part of her work she can witness how people prosper and become more successful with coaching.

I recently had the opportunity to talk to Jamie Sue about how she became a leader in her industry. We also talked about what she thinks it takes to **Soar to Success**. You can listen to the interview at our website and get the highlights in this article.

## A Calling Emerges Out Of Crisis

In 1999, the Life and Business Coaching industry was in its infancy and Jamie Sue came to understand first-hand the impact a good coach can make on an individual's life.

Just 10 months after relocating to California with her eldest daughter, getting married, and having a daughter, her marriage ended. Then one of the worst catastrophes that can befall a parent happened, her newborn daughter died of crib-death syndrome.

In another 10 months, still trying to recover from the loss of a child and maintain a home for herself and daughter, she was downsized from her job in Silicon Valley.

Jamie Sue shared “*Sometimes life can throw you curve balls that will bring you to your knees.*” Feeling very disoriented after all of those life-changing events, in such a short time span, she began searching for answers without really knowing or caring what the questions were.

She found herself seeking advice and counsel from one of the few Life Coaches available. He was able to identify the business, management and leadership skills she had garnered in her work experience and combined with her self-development training and spiritual work, **he knew she had the makings of a great coach.** He advised her to become involved with coaching and helped her recognize that this new path was truly a calling.

Jamie Sue trained with him for two years and eventually became a partner in their coaching business. Together they started training people to become coaches and in fact, **trained 14 coaches in Columbus, Ohio.** Their business grew and expanded when they teamed up with another partner in San Diego and became **Accomplishment Coaching.** It grew to an International Coach Federation (ICF) certified program and she became a “coach to coaches” and executives.

## The Importance of Alignment

Over the past 16 years, Jamie Sue has witnessed significant change in the coaching industry. There has been a huge influx of qualified coach training programs and new coaches. Especially since the economic downturn in 2007-2009, experienced business people lost management jobs due to

downsizing and have tons of experience to pass on to small business owners looking for guidance.

With this growth in the coaching industry and technological advancements, the pricing and cost of coaching information has been drastically reduced. Training programs are now available for as low as \$19.95 on the Internet.

**Given the growth in the coaching industry, how does someone seeking a coach find the right one?** When asked that question, Jamie Sue responded that a coaching prospect needs to examine what their coach can bring to the table. What is their background? How were they trained? What actual experience have they had? Their references need to be checked and verified.

According to Jamie Sue, ultimately the real issue becomes, **what is the connection or synergy between the coach and the individual who is seeking the coaching. Are they aligned?**

## Jamie Sue's Initial Consultation

Jamie Sue then outlined how she screens her clients to make sure that the coach/client relationship will work and how she uncovers what the client is really looking for.

In the initial session, an assessment is completed to determine just what the client is seeking and needs. The "5 Pillars of Success" are discussed and Jamie Sue's 3D's are explained: **Dream IT!, Design IT!, Do IT!**



*As you live your life today don't forget to check in with your heart, listen from your heart, and speak from your heart.*

*A post from Jamie Sue's Facebook page*

It is an all-encompassing interview and can be difficult at times, but it also like solving a puzzle and finding the right pieces to fit in each spot. Her goal is to discover the true passion of each client.

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full of **business cards**

Jamie Sue has found that it is important to maintain coaching relationships for her personal and business life. She currently has three coaches that help her shape her life. She employs a financial coach, a fitness coach and a business and life coach.

She says: "No one is perfect, everyone can use some help."

## What it Takes To Soar To Success

We asked Jamie Sue, what three traits she looks for in a client that could help them *Soar to Success*?

**"First** I look for what I call a **"Hungry Leader."** Someone who wants to make bold changes in their life or business and are ready to make a bold shift in their life to attain difficult goals.

**Second**, their **"Passion"** for reaching their goals has to match the vehicle or process they need to employ to reach those goals.

**The third key** may be more important than the previous two; they must have an **"Attitude of Gratitude."** Each person or client must embrace where they have been and what they have learned. They must be thankful for their past experiences, good or bad, for they have led them to this exact point in their life. They must draw on that knowledge and experience to succeed in the future."

**Jamie Sue has a passion for helping others and it shines through.** Heading off to a client appointment one Sunday, her sister asked her why she was working on a weekend. Jamie Sue replied:

*"Why not Sunday? Work is my play, play is my work. That has been my biggest joy, as well as, improving myself and living it."*

We are sure with her enthusiasm and zest for life, Jamie Sue will continue to "Soar to Success" and help her clients reach new heights as well.

Jamie Sue Johnson can be reached at <http://knockemalive.net/>, on Facebook, Linked In, Twitter or by phone at 614-657-8074.



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& Executive Coach

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# Top Security Tips For Businesses

By Jeanne DeWitt

With advances in technology comes an increase in security threats which, if not taken care of right away, can severely affect your business. With that in mind I wanted to share with you some of the top security best practice guidelines which will go a long way to ensure that your business is safe and secure.



## Encrypt your data:

Encryption of stored data, file systems, and data transfers is essential to protect sensitive data as well as to help prevent data loss due to equipment loss or theft.



## Implement a removable media policy:

Devices like USB drives, external hard disks, external DVD writers or any writeable media facilitate security breaches coming into or leaving your network. Restricting the use of those devices is an effective way to minimize security threats.



## Implement DLP and auditing:

Be sure to use DLP or data loss prevention and file auditing to monitor, alert, identify, and block the flow of data into and out of your network.



## Use a spam filter on your email servers:

Using a time-tested spam filter will remove unwanted email from entering your inbox and junk



folders. It is important that you identify junk mail even if it's from a trusted source.



## Use a comprehensive endpoint security solution:

Using an antivirus software alone is not enough to provide defense against today's security threats. Go for a multi-layered product to prevent malware infections on your devices.



## Use network-based security hardware and software:

Start using firewalls, gateway antivirus, intrusion detection devices, and monitoring to screen for virus signatures, unauthorized intrusion, and other over-the-network attacks.



## Maintain security patches:

Stay up-to-date with new anti-malware signatures and the latest patches. If your antivirus program doesn't update on a daily basis, make sure that you get a different one.

8

## Educate your employees:

As simple as it sounds, this might be the most important non-hardware, non-software solution available. An informed user will more likely behave more responsibly and take fewer risks with valuable company data resulting in fewer threats to your organization.

Businesses can't afford to take chances with security. Why? Because doing so can trigger a domino effect, causing a cascade of problems that can lead to operational outages, data loss, security breaches, and the subsequent negative impact to your company's bottom line.






Contact me for more information on this topic.

Jeanne DeWitt and David Hood, started Computer Programming Unlimited, Inc. in 1986 to solve computer problems for small and mid-sized businesses in Northwest Ohio and Southeast Michigan.

Over the years, they have developed a unique company model making IT Hassle-Free and Budget Friendly, deviating from the typical "Break Fix" type computer company where it is standard to wait for something to break and then send out a technician to fix it, basically profiting from your IT failure. Instead, they have made their success on preventing computer problems from ever happening, virtually eliminating downtime and lost productivity. To do this they have invested in a myriad of tools, processes and certifications that allow them to provide you with affordable solutions and the type of care that Fortune 500 companies have internally.

Computer Programming Unlimited has expertise in many areas including Cloud Services, Backup and Disaster Recovery, Email and SPAM protection, Managed Firewalls, VoIP, Application and Database Development and Website Design.

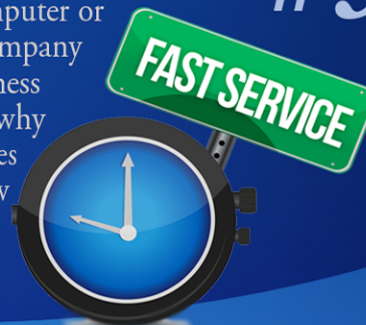
For great information watch Jeanne's video series, IT Done Right and visit their website at <http://HireAnITExpert.com> and on   

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## *Shhhhhh!* Is The Home Office Deduction Really a Red Flag?

By Tina L. Moe, C.P.A., CGMA



This so-called taboo deduction has been talked about in quiet hushes around tax offices for decades, at least since I've been practicing in the mid 90s. Clients sometimes bring it up in conversation but are quick to shy away for fear of the dreaded 'red flag' as though, somehow, it would trigger a financial cavity search by the IRS. *But is it really that bad?*

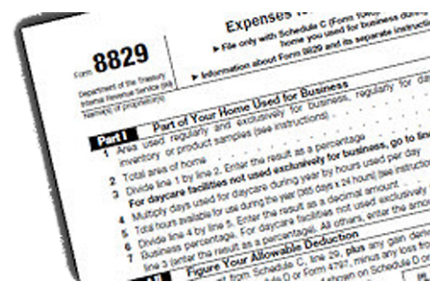
The home office deduction has historically met with varying interpretations of the law ranging from it being "ordinary and necessary" to "appropriate and helpful" as the applied standards.<sup>1</sup> Internal Revenue Code Section 280A was first enacted by Congress in 1976 in response to this unclear deduction, but it certainly did not put the confusion or the paranoia about taking the deduction to rest.

Congress later enacted additional codes under 280A in an attempt to provide more clarity and, in reality, prevent taxpayer abuse under the "appropriate and helpful" standard. These addition codes were meant to provide general rules of exclusion as a means to isolate what didn't qualify, rather than what did qualify. Fast forward to 2015 and you'll find that not a lot has changed with this particular tax code - at least not in the eyes of the taxpayer.

**So who qualifies under this law?** Here are the cliff notes for IRC Section 280A:

A home office deduction allows for a taxpayer to deduct expenses directly related to their trade or business as a principal place they meet with patients, clients, or customers. This space must be **regularly and exclusively** used for business; a spare bedroom

doubling as an office with a guest bed will not qualify. Also permissible is a separate structure not attached to the home but used in connection with the taxpayer's trade or business. Taxpayers are also permitted to deduct expenses allocable to space used regularly for the storage of business inventory and product samples.<sup>2</sup>



**Allowable deductions** include the business-use portion of rent, mortgage interest, real estate taxes, utilities, insurance, repairs and maintenance and other home office expenses such as office furniture.

**Tina L. Moe, C.P.A., CGMA**, formed **A.C.T. Services** in 2002, and began building her business. Her practice has grown to a clientele more than 1,200 clients and a team of more than a dozen staff members.

Tina attributes her business growth to being proactive with her clients, maintaining affordability and accessibility of her services as well as being relatable as a small business owner herself.

Tina is a member of the American Institute of Certified Public Accountants (AICPA) and the Indiana CPA Society. Contact her at:

[www.actservices-inc.com](http://www.actservices-inc.com)





**In the opinion of this CPA, if you truly qualify for the home office deduction then take it.** My disclaimer is that you seek the advice of a tax professional before assuming qualification. And, for the record, I have never personally experienced an audit triggered solely from the home office deduction.



Be sure to catch my video, using the link here, for a more in depth look at the home office deduction and the new **Safe Harbor**

option that was effective for taxable years beginning on or after January 1, 2013.

1 Robert J. Gerlack, What Has the Supreme Court Done – The Home Office Deductions Is Virtually Eliminated after Soliman, 41 Clev. St. L. Rev. 789 (1993)

2 Internal Revenue Service Rev. Proc. 201313 Christopher W. Call, Office of Assoc. Chief Counsel

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# Design Tips - Where Is The Best Place For Your Desk?

By Leslie R. Podolsky

*Did you know that where you put your desk strongly affects your focus and efficiency in the office?* Let's be honest: you probably spend more time at your desk than you would like to, so read on for my three easy rules to maximize your productivity every day!

### ✓ NUMBER ONE:

Face your desk into the room. Facing a wall will make you feel tense and boxed in. It is better to place your desk so that you're sitting with your back to a wall or corner-this will create a sense of security which allows you to relax and be more productive.

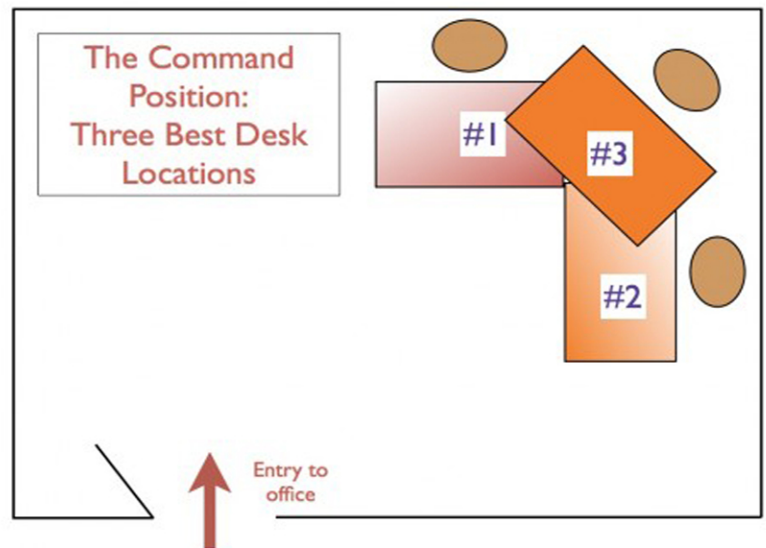
### ✓ NUMBER TWO:

Place your desk in the command position of the room. This is where you can see the door, but are not directly in line with it. This gives the right combination of concentration and control. You can see the door and aren't walled up, but aren't directly facing the door or entrance so as to be distracted every time someone walks by.

### ✓ NUMBER THREE:

If possible position your desk near a window. This will illuminate your desktop with indirect natural light, and views of nature will be just a head turn away – giving you mental and visual breaks from your work.

But, be aware that facing out the window presents problems that interfere with productivity and comfort. The sunlight is brighter than your computer screen – making it harder to see, and looking into bright light may cause eye fatigue and headaches. Not to mention, the view beyond your window can be distracting and can lead to daydreaming.



Follow these simple rules when setting up your office, and go to my website for more information on how I can help you increase your productivity!



Leslie Podolsky is the founder and owner of ORGANIZED by Design, LLC. She is a licensed architect and has spent over 18 years working in the architecture and design industry with residential and business clients. She is excited to use her talents to bring the two worlds of organization and design together by creating beautiful and functional spaces for her customers.

She especially loves crafting custom designed storage solutions and setting up systems to keep her clients organized! Home offices and small businesses are her specialty!

Learn more about Leslie at her website and on [f](#) [in](#) [t](#)



# Monkeys, Juggernauts, and CRM ... OH My!

*I don't think we're in Kansas anymore.*

By Troy Hanna

Don't get me wrong we have much love for our Email Marketing Service Providers (EMSP)! *But what's the difference between CRM (Customer Relationship Management) and EMSP?*

Did you know that most CRM software programs are more than *"just a CRM"*? For example, our CRM, AddressTwo, can also serve as your Email Marketing Service Provider.

*But how does a CRM stack up against some of the other email marketing providers like Constant Contact and MailChimp?*

*Can a CRM system really be both a great CRM AND a great EMSP?*

We think it can! Let's take a look at some of the more popular providers for email marketing and see how a CRM compares, shall we?



## Email Service Providers

MailChimp and Constant Contact have some amazing features but to really get the best use of them, you'll definitely be looking at one of their paid plans. Money aside, while MailChimp is free, the **learning curve is a little longer** and their support relies heavily on your ability to navigate their provided videos and knowledge base.

Constant Contact has incredible templates to choose from but you're limited in your photo options (you have to pay to store more than five in your library). Perhaps you can overlook that limitation when you consider the one-on-one support you get.



However, with a CRM that is not only your EMSP but also your CRM, you can truly **manage your database and its activity**, rather than just storing information to push out a communication. For example, with AddressTwo, you can both manage your contacts and do your email marketing for a monthly charge or even pay as you go emailing for those of you who only use email marketing occasionally.

A CRM also allows you to **specifically target using lists**. So instead of sending 5,000 emails to everyone on your list, you can segment your database and only target the ones you want to reach. Have multiple products? Want to limit your geographic reach? **No problem.**

Effectively using your CRM's unique ability to truly target your market (rather than a general group subscribed to your newsletter), as well as helping you to manage your customer relationships, **really amps up your marketing power to a priceless level**. Oh, and that doesn't even include the amazing **one-on-one service** a CRM like AddressTwo provides. Our team is

Effectively using your CRM's unique ability to truly target your market (rather than a general group subscribed to your newsletter), as well as helping you to manage your customer relationships, **really amps up your marketing power to a priceless level.** Oh, and that doesn't even include the amazing **one-on-one service** a CRM like AddressTwo provides. Our team is always here for you, runs weekly webinars to help you make the most of AddressTwo and is committed to what you need and want, so we can make the tool even better for you!

Don't get us wrong, we have much love for our EMSP cousins. But hopefully you now see the **value of having a combined CRM and EMSP like AddressTwo.** If you'd like to learn more about email marketing and the difference between EMSP and CRM visit my Blog and watch my video to the right!

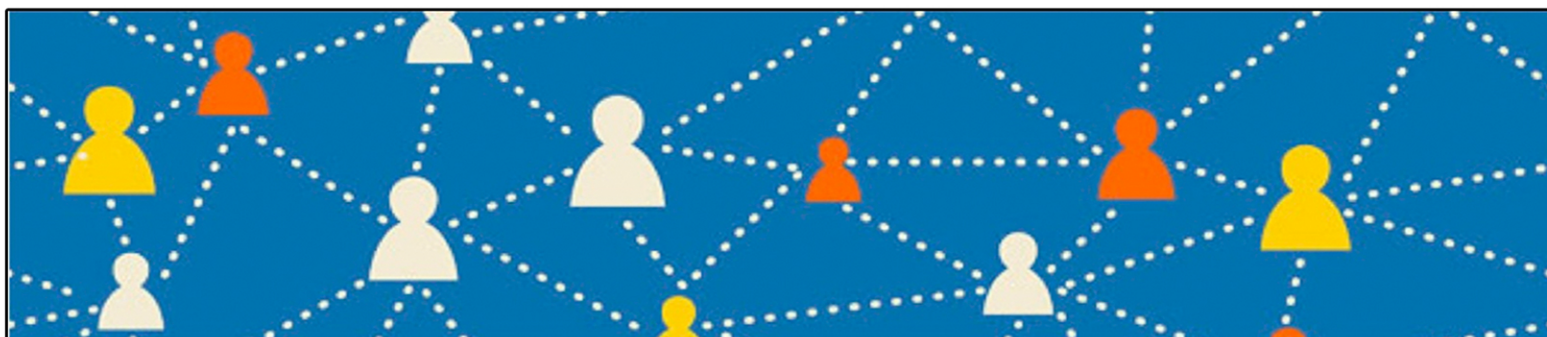
**Troy Hanna** is the President of AddressTwo, the simple CRM for small business. Troy is passionate about the customer experience and teaching others how to stay top of mind, organized and always growing their businesses.

As customer relationship management software is becoming a vital tool in the sales and marketing world, AddressTwo believes that keeping it simple and easy to use is a key aspect in growing your business.

Troy has even created a blog for small business owners, U.AddressTwo.com, where outside small business thought leaders contribute blog articles targeted to the small business owner and staff. Be sure to also visit his website at AddressTwo.com and check out his video series on Indy BizTV Shows. You can also find AddressTwo on Facebook, Linked IN and Twitter.



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# 5 *MORE* Myths About Working From Home

By Holly Kile

*Think you want to work from home? It's not all about getting to wear your bunny slippers and pajamas to work every day!*

Last month we talked about 5 myths you need to understand before you work from home. Working from home is great but it does not come without risk or challenges. Today, I want to cover 5 **more myths** you should understand before you undertake your work at home journey.

## Myth 6

**Working from home is cheap or free.** You may think that just because you aren't commuting back and forth to the office that you are going to save a ton of money. You may think that you're going to get off easy since you won't be eating out every day. The truth is that there are a whole host of expenses that come with working from home that you may not have thought of. There are tax obligations – be sure to check with your local and federal authorities for those specific to you. There are also expenses associated with supplies, technology and marketing. **Definitely not free.**

## Myth 7

**Pajamas are the only business attire you'll ever need.** So, yes, even if you never see a client in your home office and even IF you never have to skype with a colleague or a client then technically you could work in your pajamas. However, if you work in clothes



you sleep in then you may take a sleepy approach to your work. Take it from me, dress like you came to work and you'll have a much better output.

## Myth 8

**You can work whenever you feel like it.** As I've mentioned before, working from home does afford you a great deal of flexibility but this does not mean that you can work whenever you feel like it. You keep the schedule that is appropriate for the customers and clients you serve. Working from home is still working. You can set the hours that you intend to work but you have a commitment to keeping those hours. You would only get away with playing hookie so many times before your clients will look elsewhere for service.

## Myth 9

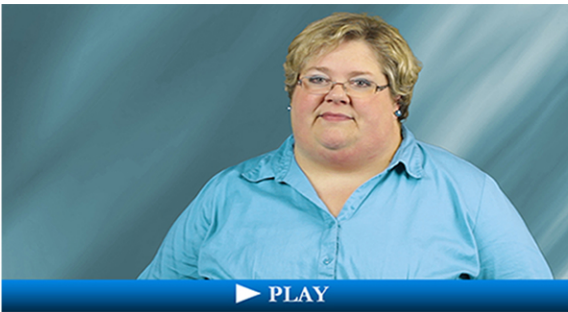
**Working from home gives you more time.** Once again, there is a certain flexibility but it often means that you work more, not less. It's easy to say "five more minutes" or "let me take care of this one more thing" before you quit for the day.

## Myth 10

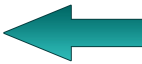
You're going to make a million dollars. Lots of people quit their job to work from home thinking that they're going to make it rich within a few weeks of starting their domestic empire. Working from home can be extremely profitable and you just might make a million dollars....or more! It's better, however, to be realistic. Working from home takes dedication and hard work. If you have the right combination of great ideas, great service, and great timing, you are that much closer to your first million.

There you have it – our 10 myths about working from home. I don't share these with you to discourage you from working from home but I do want you to have an open mind and think about it clearly. Be sure that you understand exactly what you're getting into and you'll be that much closer to being successful as a work at home master!

I look forward to hearing your work from home success stories. Be sure to stop by our facebook page at HJK Global, introduce yourself and share your work



from home story today! Also watch my video on this topic.



Somewhere between learning what you need to do to expand your business and finding the right tools to do it is the problem with how to get it implemented the right way. Your marketing or sales coach is not tech support and even the thought of contacting tech support makes your eyes glaze over. What you really need is someone that can translate geek to a language you understand. You need someone to hold your hand through the process. Pixie Dust Marketing, a division of HJK Global, is exactly what entrepreneurs and small business owners need to take their business to the next level.

Founder and Chief Pixie, Holly Kile has been working with business owners for more than a decade helping them streamline their processes, discover hidden revenue opportunities and create solid visibility strategies.

Catch up with Holly at:

<http://hjkglobal.biz>

And on Facebook, Linked In, and Twitter

Also watch Holly's videos on Indy BizTV Shows

**Pixie Dust Marketing:**

*A Magic Wand To Grow Your Business*

With host:

Holly Kile



**YES, EVEN YOUR BUSINESS NEEDS TO HAVE A SOCIAL MEDIA PRESENCE**

Many business owners have asked me if they have to be on social media; many would prefer to avoid it! Here's the bottom line: EVERY business needs to have a social media presence. Gone are the days when we rely on the Yellow Pages or an actual drop in to a store to discuss a potential purchase. Most consumers turn to the Internet to at least research their options and many just make their purchase online. It's this reason that you have to have that presence.

When a consumer does research on a particular product or service, they will naturally review your website and those of your competitors. Once there, they'll probably look to connect with you on social media. Why do they (we) do this? Because we're curious but also because we like to do business with people that we know, like and trust. A website can give you a lot of information but it's on social media that the magic happens. That is where you have the opportunity to showcase your expertise, interact with your community, and deliver an added level of superior customer service.

If you're not on social media, you've robbed your potential customer of a chance to get to know you better. It sends an immediate signal to them that you don't want to interact with them. You've effectively ended the conversation at your website. So if you're not on social media, it's time to get you there. Your business with thank you for it.

Visit [HJKGLOBAL.BIZ/INSTANTSOCIALMEDIA](http://HJKGLOBAL.BIZ/INSTANTSOCIALMEDIA) today for something to say...right away!

# SPEAKING WITH CONFIDENCE - Self Esteem

By Lillian Zarzar

Where does self-esteem come from? Do you feel uncomfortable when you are to speak to someone about a critical issue? Or when you give feedback to your boss, a staff member, your spouse?

Read carefully as you explore how self-esteem affects your ability to communicate effectively and build your speaking confidence!

**Speaking with Confidence** comes with practice and modifying your self-talk! As you build your confidence, you also build your self-esteem!

First, let's understand that you are born with **high self-esteem**...yes, it's true! What happens is as you are growing up – you make mistakes, you do silly things and you may be told not to do or say what you do or say! In fact, you may start doubting yourself and wonder if there is something wrong with you! The result is a feeling of insecurity or concern of other people's opinions of you.

**Watch Lillian's video on this topic!**



Second, when you have a low sense of self-esteem, **you have a difficult time speaking what you believe to be true**, you stop yourself because you may think “who wants to listen to me anyway?” You may think, “what I have to say isn't that important”, or “who am I for them to pay attention to what I say?”

Third, in actuality, **there is nothing wrong with you**, and you are entitled to give your opinion! You are entitled to speak what you know to be true based on the way you see the world! And who knows, there may be something you say that can influence some one who is hearing your perspective.

While building your self-esteem necessitates deeper transformation than can be identified in this article, you can work toward building it daily.

Here are a couple of simple yet profound ideas:

**1** **Speak up before you are called on to say something.**

**Take initiative.** Plan ahead what you are going to say – even writing out an initial script. Practice in your head what you are going to say, and consider what the other person may be thinking so that you can address what may surface in the conversation!



## 2 Think before you speak.

Instead of jumping in, be silent. Sometimes your silence speaks louder than anything you have to say! If you speak too quickly you may say something you regret. Furthermore, have you ever noticed that you are brilliant an hour later after the conversation is over? It seems as though all of a sudden, you know exactly what you could have said!

*Practice taking initiative in your conversations every day!*

As you repeat through practice, you'll be able to speak with certainty. The positive statements build your self-esteem and enable you to speak your truth with confidence!

Call me at 614-486-5523 and let's have that conversation to build your speaking confidence together!

Lillian Zarzar is a Certified Speaking Professional (CSP) the highest earned designation conferred by the National Speakers Association (NSA) and the International Federation of Professional Speakers (fewer than 300 women in the world hold this designation). She is past president of the NSA-Ohio chapter and current member of the association.

She is also a Trained Demartini Method® Facilitator with the Demartini Institute in Texas, a private research, education and service institution dedicated to the development of human awareness and potential.

Lillian Zarzar has been quoted in Self Magazine, highlighted in Columbus Business First and appeared on Fox 8 Good Day Columbus. She is the author of Apple-osophy: Slices of Apple-Inspired-Wisdom., and co-author of 5 books, the latest being Conversations on Success.

Learn more at: <http://LillianZarzar.com>

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# Are You Running From Your Life?

## *Running Brings Life to a H.A.L.T.*

By Rochelle Forrest

### *Are you taking the time to smell the roses?*

We always seem to be on the run. We are on a treadmill and don't see an end, but from what or from whom are we running? Sometimes we give away so much of ourselves and get so exhausted and hurt that our little lights just seem to have been extinguished. We stop shining brightly. We feel, quite literally, burned out. It all boils down to one primary question we may find ourselves asking: *'When did my light go out?'*

Do you find yourself dashing madly around trying to get somewhere, but you're not sure where? Or maybe you've been running for so long and you finally feel like you've hit a wall. If so, then you may already have discovered that running on the treadmill of life can bring everything to a crashing halt—and you end up feeling:

**Hungry,  
Angry,  
Lonely and  
Tired (HALT).**

Sometimes it can be hard to accept that we've burned out from all this running, even if we were just trying to keep up with doing what we thought were the right things! Other times we may not even know that we are running, but we do know we're feeling a lot of HALT. The truth is, you can't step off a treadmill that you don't know you're on. So it's very important to examine our HALT feelings in order to put a stop to the running that is creating them.



### Do A HALT Check

Spend 15 minutes identifying the ways that running has dimmed your light. Begin by taking a few deep breaths and settling into a comfortable position. Notice your resistance; are you thinking about what you should be doing? Now start thinking slowly about all the things you do from day to day, and notice how you feel about each one. In what parts of your life are you feeling Hungry, Angry, Lonely or Tired? Where do you feel most burned out? Now that you know, take a time out and re-assess what's important to you.

If you need help with your HALT check, I am here for you. Go to [RochelleForrest.com](http://RochelleForrest.com) and sign-up to receive my ebook, *Re-Ignite Your Inner Light* absolutely FREE. Or maybe you are ready for the deep dive! Check it out on my website.

Holistic Transformation Coach and Motivational Speaker, Rochelle Forrest, R.N., has over 30 years of service in the primary and aligned Health Professions. After many years in the public sector, Rochelle founded her company to encourage individuals to step fully into their soul purpose and live their full potential. She brings a wealth of knowledge and experience to her coaching practice and her audiences.

Learn more at [www.RochelleForrest.com](http://www.RochelleForrest.com) and watch her video: **Time Out!** on <http://IndyBizTVShows.com>.

Watch my video series:

**Re-ignite Your Inner Passion**



With host  
**Rochelle Forrest**



Re-Ignite Your Inner Light

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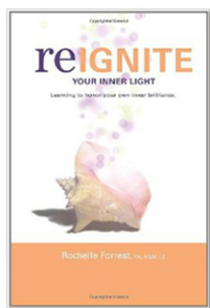


*“You are missing out on far too much joy by living less than your full potential. Let me help you find your way to health, well-being and your soul’s purpose.”*

To take a **Deep Dive** to uncover and connect with your own inner brilliance, contact **Rochelle Forrest**, Holistic Transformation Coach  
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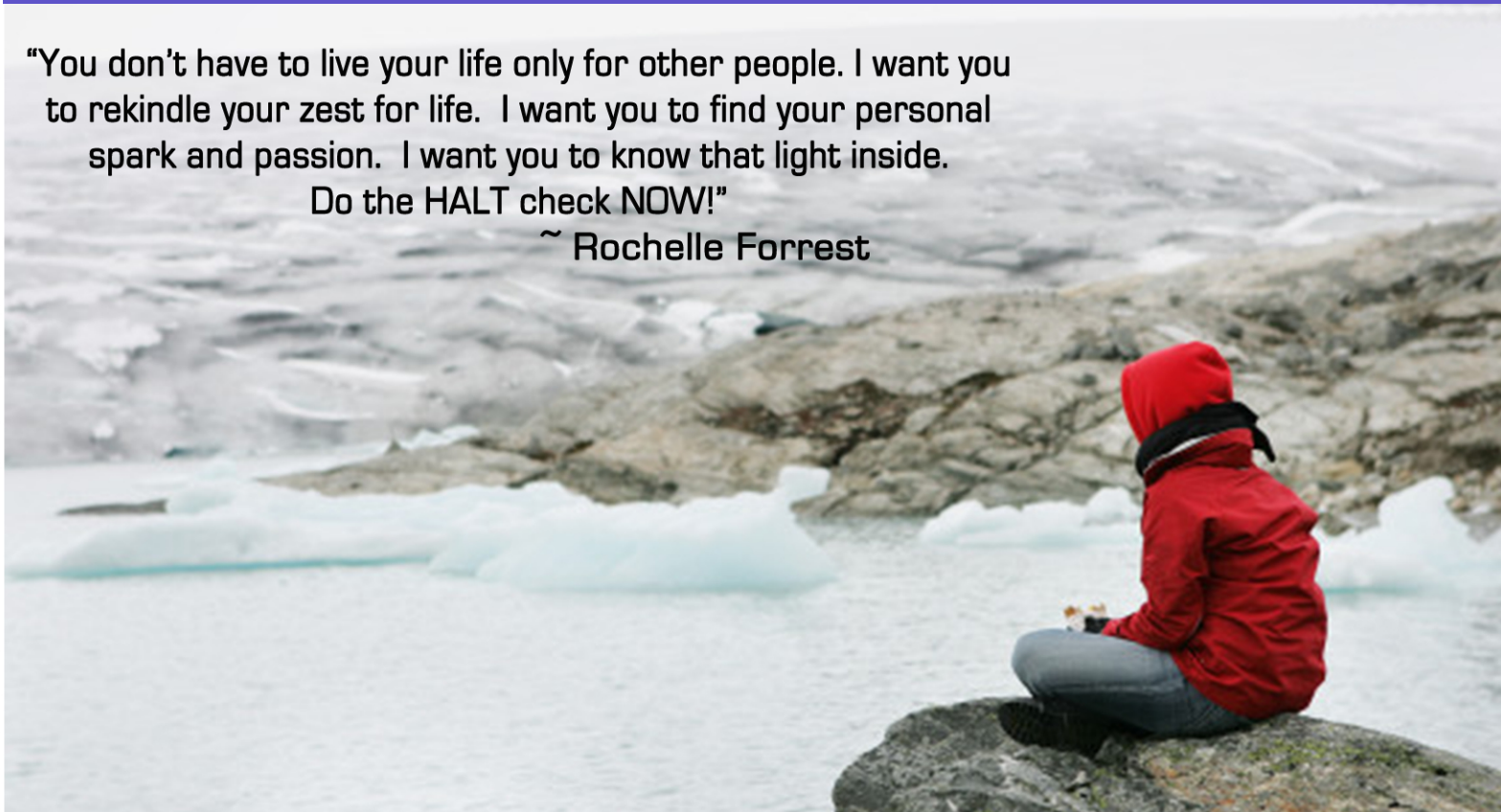
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and grab your **FREE** copy of the eBook version of her book, **Re-Ignite Your Inner Light!**



**“You don’t have to live your life only for other people. I want you to rekindle your zest for life. I want you to find your personal spark and passion. I want you to know that light inside.**

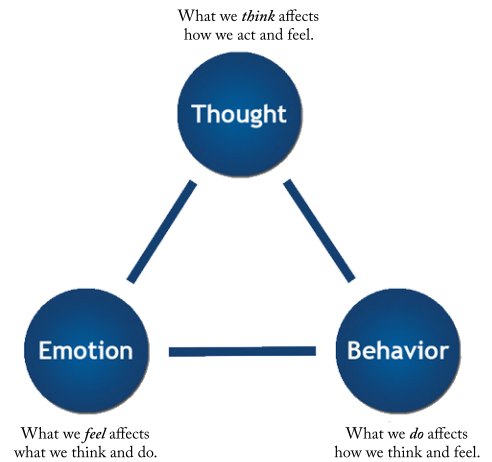
**Do the HALT check NOW!”**

**~ Rochelle Forrest**



# Leaders – Develop Self-Awareness to Build EQ

By Cindy Allen Stuckey



*Does this sound like you?* You've been working closely with someone who makes a lot of demands about how a joint project is supposed to run, but you've finally achieved agreement. You just open an email from this person and she has yet another requirement. What would your first impulse be? Have you ever thought about how you react?

In my article last month on **Emotional Intelligence**, I gave you this definition - *the ability to express the appropriate emotions at the appropriate time*. EQ involves four underlying sets of skills, two having to do with **YOUR OWN EMOTIONS** and two having to do with the **EMOTIONS OF OTHERS**.

Today I'm going to cover the first skill that has to do with **YOU** and what you see in yourself. That's **SELF-AWARENESS** which is knowing what you're feeling in the moment and what's important to you. This helps you make sense of your emotions so you can formulate the appropriate response.

Let's go back to that email. What will you do? Stew over the email? Send an explosive response? People with high EQ, slow down (because they are **SELF-AWARE**) before reacting.

**Here are four strategies to improve your self-awareness.**

## 01 NOTICE YOUR FEELINGS/EMOTIONS

Notice your personal impressions and how they prompt a never-ending cycle of emotions, your body's reaction. Here are five core emotions: Happiness, Sadness, Anger, Fear, and Shame. Think about which feelings trigger each emotion.

## 02 ACCEPT YOUR FEELINGS

Many people judge their feelings as good or bad. People with high EQ examine their emotions because they give important clues as to what is going on as far as internal feelings. If you're angry, what feeling triggered this? Likewise if you're sad or happy, pay attention to what feelings triggered these emotions.

## 03 BE AWARE OF YOUR IMPACT ON OTHERS

What do you feel like doing when you receive an email that might cause you to lose it? If you blow up at your co-worker, this will have an effect on that person as well as everyone else who is present. Spend some time reflecting on how your behavior affects others.

## 04 CHECK IN WITH A TRUSTED MENTOR

Because you may have a difficult time assessing the impact of your own behavior on others, solicit feedback from others about this. Ask for specific

examples and situations and be sure to look for patterns. Yes, this takes courage, but this is how you grow.

Having high EQ is the way to get buy-in from the people with whom you're dealing and have them inspired to follow your lead. But first, you have to be aware of and make sense of your emotions.

If you haven't taken the quick assessment to find out your EQ, I invite you to go to my website to do this. Be sure to come back next month to learn about the 2nd skill (that has to do with you) that's necessary to develop a higher level of EQ - Self-Management.



Watch Cindy's video on this topic.



Cindy Allen-Stuckey, founder and Chief Strategy Execution Officer of Making Performance Matter, collaborates with organizations to bridge the gap between their strategy and execution by focusing on their only real competitive advantage—their people. She does this by aligning the business strategy with the day-to-day activities of all levels of the organization and then by developing the necessary people structures and processes.

Cindy has extensive experience in three global manufacturing organizations. She holds masters' degrees in both management and education, is certified in Human Performance Improvement, and is a certified WBE (Women's Business Enterprise).

For a complimentary organizational assessment, contact Cindy at:

[www.makingperformancematter.com](http://www.makingperformancematter.com)

[www.linkedin.com/in/cindyallenstuckey](http://www.linkedin.com/in/cindyallenstuckey)

<https://www.facebook.com/makingperformancematter@cimpm>

Also watch Cindy's video series.

**Making Performance Matter** works with organizations to close the gap between their business strategy and execution by focusing on their only real competitive advantage -- **their people.**

Contact **MPM**

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[cindy@makingperformancematter.com](mailto:cindy@makingperformancematter.com)

812-269-8676



## A Blood Pressure Test *for Your Business*

By Patrick Good

When was the last time you had your blood pressure tested?

Taking your blood pressure is one of the first things most doctors do before treating you for just about anything. How much pressure your blood is under as it courses through your veins is a reliable indicator of your overall health; and it can be an early indicator of everything from heart disease to bad circulation.

Does it tell the doctor everything they need to know about your health? Of course not, but one powerful little ratio can give the doctor a pretty good sense of your overall wellbeing.

Likewise, **your Sellability Score can be a handy indicator of your company's wellbeing.** Like your blood pressure reading, your company's Sellability Score is an amalgam of a number of different factors and can help a professional quickly diagnose your company's overall health.



### Predicting Good Outcomes Too

When a doctor takes your blood pressure, they not only rule out possible nasty ailments; they can also use the pressure reading to forecast a healthy life ahead.

Similarly, your **Sellability Score** can predict good things for the future. For example, based on more than 14,000 business owners who have completed their Sellability Score questionnaire, we know the average multiple of pre-tax profit they are offered for their business when it is time to sell is 3.7. By contrast, **those companies that have achieved a Sellability Score of 80+ are getting offers of 6.2 times pre-tax profit.**

### 3 REASONS TO GET YOUR SELLABILITY SCORE

---

-   
Make Your Company More Valuable  
Than Your Industry Peers
-   
Discover Your Company's  
Hidden Assets
-   
Spot Your Company's  
Silent Killers

In other words, if you have an average-performing business turning out \$500,000 in pre-tax profit, it is likely worth around \$1,850,000 ( $\$500,000 \times 3.7$ ). If the same company improved its Sellability Score to 80+ while maintaining its profitability of \$500,000, it would be worth closer to \$3,100,000 ( $\$500,000 \times 6.2$ ).

Are you guaranteed to fetch 6.2 times pre-tax profit if you improve your Sellability Score to 80? Of course not. But just like blood pressure, one

number can tell you and your advisor a whole lot about how well you are doing; and your advisor can then prescribe an action plan to start maximizing your company's health – and its value down the road.

Heart disease is called “**The Silent Killer**” because most people have no idea what their blood pressure is. People can walk around for years with dangerously high blood pressure because they haven't bothered to get it tested. The first step on the road to health is to get tested. **If you have a great score, you can sleep well at night knowing you have one less thing to worry about.** If your score is not where it should be, then at least knowing your performance can get you started down the road to better health.

If you're interested in getting your Sellability Score, please visit [Get My Score](#).

**Patrick Good, Toledo Business Coach and Advisor**, helps business owners in the NW Ohio area grow their profits and transform their business; his philosophy is “your business should work for you, instead of you working for your business.”

Pat is the Owner of PAG Associates, a Corporation consisting of 5 business units, including AdvCoach of NW Ohio. Pat founded AdvCoach of NW Ohio in 2010. Pat has a broad business background with over 25 years of experience and success in a wide range of areas including Sales and Marketing, Business Development, Operations, Materials Management, Purchasing, Manufacturing, and Engineering.

Click to view my video series:



Find out more about Pat Good at:

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# The Importance of Understanding Your Brand

By The Merit Group; Shamara Cox and Terry Dove Pittman

Most people think of branding as an external concept created by a marketing firm or a pricey consultant that includes logos, color schemes and catchy taglines. The truth is branding is the sum of everything you are as an entity and is built strategically and internally.

### So, what exactly is your brand?

Your brand is the emotion or solution point that your company evokes in others, in other words it is every single interaction the client has with your company and what they experience before, during and after their transaction.

These two steps will guide you to a clear brand structure:

### 1 Evaluating Brand Value

To understand your brand, you must have clarity about the personality of the business. The characteristics that are unique to only your enterprise are known as your **Brand Value (BV)**. The three ways to discover your BV are:

- Identify your expertise, specialty or niche in the marketplace.
- Define 3-5 unique qualities that separates your business from the competition
- What absolute truth do know about your business

### 2 Psychographic Segmentation

After defining your Brand Value, a psychographic analysis should be conducted to segment and understand the right target market or your “tribe.”

**A tribe, you say, what is that?** Your tribe is a group of clients who are emotionally connected to your brand and its solutions.

Through this analysis, you learn the **pleasure points** (things your tribe likes) and **pain points** (things your tribes dislike), **their age, socioeconomic status and overall thought process.**

All this information compiled will give you the ideal client or model client which will be extremely important when preparing to

penetrate your company’s chosen target market.

Based on your analysis, you will:

- Understand the key values in the mind of your customer
- Know how to put the customer's values into your product or service
- Effectively associate your brand with those values

Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot.





A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building your brand. After all, **your entire brand is the source of a promise to your consumer.** It's a foundational piece in your marketing communication and one you do not want to be without.

Watch our video on this topic, as well as the other videos in our series and be sure to reach out to us at



317-805-4896 if you need assistance with these steps or would like a consultation.

## The Merit Group Partners:



As a consultant, Shamara Cox has worked with businesses partnering in strategy, technique and implementation. Her creativity redefines their potential and adds immeasurable value. Shamara been training and coaching entrepreneurs, and consulting with such enterprises like Simpatico Equine Services LLC, Beacon of Hope Shelter for Women, Inc., Vanhorn Vacations LLC, TC Howe Community High School, Paradigm Coaching LLC, Emmerich Manual High School and Charter Schools USA, a mega education management firm, for over 15 years. Shamara is the proprietor of Shamara Cox LLC, her personal motivational speaking brand, Partner at The Merit Group LLC, CEO of BLING Sorority and Founder of Pressed Oil Life Ministries, Inc.



Terry Dove Pittman attended the Business Finance Magnet program at Northwest High School, where she graduated with honors and later attended Indiana University-Purdue University-Indianapolis completing her Paralegal certification. Professionally, Terry was Authentication Deputy for former Indiana Secretary of State Todd Rokita (2002-2011); where she acted as International Liaison and Special Deputy between the State of Indiana and many foreign embassies and foreign nationals. Not surprisingly, her "go-getter" attitude, willingness to work hard and desire to excel in service to others led her to join many community organizations. She is a graduate of the Indiana Leadership Forum (2004), Hoosier Congressional Policy Leadership Series graduate (2009). Connect with them on [f](#) [in](#) [t](#)

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# Want A Formula For Success? 4 + 4 = Confidence

By Jack Klemeyer

How do you get from being unsure of what you're doing in business to being a confident and successful business person? Combine the **Four Stages of Learning with Four Mindsets** to work through the process to get where you want to be.

The **Four Stages of Learning** are four distinct stages we experience when we learn something new.

1. **Unconscious Incompetence**, where we don't know we don't know.
2. **Conscious Incompetence**, where we realize we don't know.
3. **Conscious Competence**, where we learn what it is we didn't know.
4. **Unconscious Competence**, through practice and application of the knowledge we've learned, also called being in the zone, having Flow or mastery.

The second part of the formula is the **Four Mindsets** identified by Dr. Julie Bell in her book *Performance Intelligence at Work: The 5 Essentials to Achieving The Mind of a Champion*.

The four mindsets can be remembered with the acronym M.I.N.D. They are The Monkey Mind, the Intimidated Mindset, the Natural Mindset and the Determined Mindset.

- ✓ **Monkey Mind** – the little voice in your head that tells you that you can't or you shouldn't. It's the little voice always putting you down.



- ✓ **Intimidated Mindset** – when you become overwhelmed because you perceive something is a bigger challenge than it is in reality.
- ✓ **Natural Mindset** - when you relax and enjoy that you absolutely know what you're doing.
- ✓ **Determined Mindset** – when you practice perfectly with discipline and focus.

**The sum of each four becomes confidence in this way:**

As you move from the not knowing you don't know (Unconscious Incompetence) to the place where you realize you don't know (Conscious Incompetence) consider the emotions you experience like fear, anxiety, panic, anger and frustration. That's where the Monkey Mind comes into play creating insecurity by making your feel inadequate.

As you gather information and learn (Conscious Competence), you might experience the Intimidated Mindset, where what you're learning is too much, or maybe that the other company is better and will get the business.

When you recognize either of these last two mindsets, you've taken the first step in defeating them. Refocus on what is real and what you know. Suddenly, you are in the Determined mindset and know what you need to do and how to do it. Use perfect practice (staying focused and disciplined) to create routines (new habits) to stay on track.

*Determined thinking and relentless practicing will get you to the place of Unconscious Competence, where the Natural Mindset thrives.*

Combine the Four Stages of Learning with the Four Mindsets to develop confidence to tackle most any challenge. It's a conscious formula for success.

Jack Klemeyer, founder of GYB Coaching, which stands for Grow Your Business, specializes in bringing high-impact, result-focused group and individual coaching to business owners. Known for his warmth, originality, humor and insight, Jack uses those attributes and every resource available to teach others skills to build relationships and create marketing strategies for products and services to increase sales and profitability, while enjoying the process. Connect with him at <http://gybcoaching.com>



*Learn more about the topic of Jack's article in this video and connect with him on Facebook and Linked IN.*

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# Jack Klemeyer

shares his proven strategies for using networking to build the business you've always wanted.

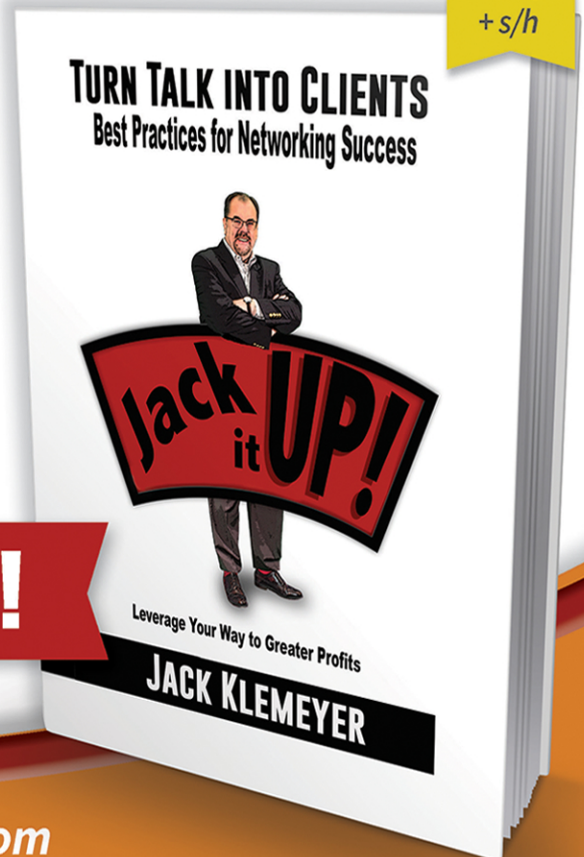
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## Motivational Moments

*How fit are you? How fit is your Business?*

*By Jamie Sue Johnson*



In our lives today we are looking for ways to be successful, in work and life. As I mentioned in my article last month, I believe there are 5 pillars for your Success and they are Foundation, Fitness, Family & Friends, Fun, and FUNd\$. Our focus in this article is on **Pillar #2, Fitness**.

At the New Year we set our intentions for the year and here it is late February and I ask, **how fit are you? How fit is your business?**

In my video on the second pillar, I ask you to work to define what it means to you to be FIT personally and as a business. Go watch that episode now for ways to think about your fitness levels.

**Make a list of ways you will know with certainty you are personally fit.** Look at all aspects of yourself:

**physically, emotionally, mentally, spiritually, financially.**

- ▶ How healthy are your relationships?
- ▶ How healthy is your family's bottom line?
- ▶ Are you protected with the right levels of insurance managing risk and coverage?

### How Fit Are You?

Use the **2nd Pillar for Success** and fill in the scale of your fitness level for you and your business. Use the diagram below, label a category then rate yourself.

Here are some suggested factors for your success for your fitness. Are you strong? Flexible? Resilient? Are you feeling stable and coordinated? Physically, Mentally, Emotionally and Spiritually? How is your resourcefulness, creativity, attitude of great-*it-tude*?

Write that in the blank then locate your current satisfaction level for that category from 1-10. 1 equals low satisfaction and 10

1 equals low satisfaction and 10 equals high satisfaction. If you rate great, congratulate yourself and keep up the great work.

### How Fit Is Your Business?

How about 4 factors for your business. Consider using this as a team conversation to have your team assess the fitness of the company and the actions necessary to build the business up together.


**Coaching is about expanding your thinking on a topic.** Identifying if there is a gap in what you want for your work and life and creating actions to fulfill.

On my website you can take a complimentary self assessment and sign up for a **complimentary appointment** to work out practices to build on your personal and business fitness. Also read my blog to dig deeper into your success factors.

Share your insights with me at **LiveItIn3D** on facebook and twitter.

Pillar #2 - Fitness						
You			Your Business			
10	10	10	10	10	10	10
9	9	9	9	9	9	9
8	8	8	8	8	8	8
7	7	7	7	7	7	7
6	6	6	6	6	6	6
5	5	5	5	5	5	5
4	4	4	4	4	4	4
3	3	3	3	3	3	3
2	2	2	2	2	2	2
1	1	1	1	1	1	1

Jamie Sue Johnson, Motivational Speaker, Executive Coach and President of J2 & Associates is Certified as a Master Coach and a Coach Training Leader. She co-founded a coach training firm and has been in the business for over 16 years. Check out her videos on Columbus BizTV Shows for more motivational moments.



## 3 Simple Ways to Improve Business Meetings

By Tina Imperial

“Let’s schedule a meeting!”

Your reaction to this phrase could illicit a squeal of delight (I know. Work with me), or it could cause hives. For some, in-person meetings are considered passé since in today’s work environment, we can easily skip the face-to-face and opt for meeting via Skype, Google Hangout, conference call, etc. Say you get the call from a hot prospect and they want to schedule a face-to-face meeting.

**Consider these tips for planning a meeting that is both considerate and productive.**

### 1 Decide if a meeting is necessary.

This may seem obvious, but some companies conduct a meeting for everything because it’s a part of the culture. As a result, meetings end up wasting time and zapping productivity. Determine if what you want to accomplish can happen with an email or phone call.

### 2 Prepare an agenda.

If a meeting is in order, prepare an agenda and send it out in advance. It will give people an opportunity to research and prepare. An effective agenda will include a time frame, meeting points, and expected outcomes. If you want people to present or come prepared to make a decision, then let know in advance of the meeting so that they can do so. Be sure to stick to the agenda; people will appreciate it.



### 3 Follow-up after the meeting.

A quick email will give participants an opportunity to seek clarification or work on action items.

Be sure to watch Nikki Lewallen’s video on this topic.



**Need to hone your networking skills?** Contact us at [gorainmakers.com](http://gorainmakers.com) and let us help you get connected.

*Tina Imperial is the Marketing Manager at Rainmakers.*