

SOAR to SUCCESS

June 2015

MAGAZINE

Jack Klemeyer

The Guy To Know When You Want To Grow Your Business

PLUS:

- + Our Favorite Videos This Month
- + Choosing a CRM That Works for You
- + Seeing Your Light
- + 4 Pillars of Business Development
- + And much more

Top Tips for Taking Time Off When You Work Alone

Gold Medal Moments

soartosuccessmagazine.com

Editor's Message

Welcome to the June issue of ***Soar to Success***.

In our continual quest to bring our readership the best information and business knowledge, this issue is jam-packed with tips to help your business **SOAR** to the Clouds. Articles with core business strategies, personal growth strategies and business acceleration strategies are included to help you meet your business challenges and goals.

Jack Klemeyer is featured on the cover. Jack is well-known for his humorous, yet informative talks that cover every aspect of business. His own experience has helped him develop a successful business coaching enterprise that can help you “Grow Your Business.”

In the spirit of continuous improvement, *Soar to Success* is constantly striving to improve our product; this month our focus was on design changes. In fact, recently I was reminded of a valuable lesson that many entrepreneurs, including myself, struggle to fully embrace. We recently produced a video for The Merit Group that encourages entrepreneurs to look at their time and concentrate on the parts of their business that produce the greatest return for the time spent. Many instances can be cited where business owners become too involved in routine non-revenue producing items or spend time doing something that they are not BEST at that could be delegated to employees or outsourced.

This lesson became very clear to me when we completely outsourced the design of this issue of *Soar to Success*. The result is a magazine that I believe looks more professional than our earlier attempts and the time savings has allowed me to put more attention on important tasks related to growing my business ventures.

We hope you enjoy our new design and that our informative articles help your business, “Soar to Success.” Be sure to take advantage of the multi-media aspect of this digital publication by clicking on the provided links to videos, websites and social media platforms.

Enjoy the upcoming month and think about what you are doing that you could outsource or delegate!



PAT ALTVATER

Soar to Success
AFP Marketing
BizTV Shows

COVER FEATURE: JACK KLEMEYER

CORE BUSINESS STRATEGIES:

- | | | |
|----|--|------------------------|
| 8 | Top Tips for Taking Time Off When You Work Alone | By Holly Kile |
| 10 | Subcontractor vs. Employee:
How to Determine the Difference | By Tina Moe |
| 12 | Do You Really Need to Hold That Meeting? | By Cindy Allen Stuckey |
| 14 | Reasons You Should Consider Cloud ERP | By Jeanne DeWitt |
| 16 | Choosing a CRM That Works for You. | By Troy Hanna |
| 18 | Where Are You on Achieving Your Goals?
Are You On TARGET? | By Jamie Sue Johnson |

PERSONAL GROWTH STRATEGIES:

- | | | |
|----|--------------------|---------------------|
| 20 | Gold Medal Moments | By Lillian Zarzar |
| 22 | Seeing Your Light | By Rochelle Forrest |

BUSINESS ACCELERATION STRATEGIES:

- | | | |
|----|--|--------------------|
| 24 | 4 Traps To Avoid When Selling Your Company | By Patrick Good |
| 26 | Winning the Human Capital Challenge
with the HR Scorecard in ALL Departments! | By The Merit Group |
| 28 | Networking scares people – it just does. | By Tina Imperial |
| 30 | 4 Pillars of Business Development | By Jack Klemeyer |
| 33 | Our Favorite Videos This Month | |

Jack Klemeyer:

The Guy To Know When You Want To Grow Your Business



Jack Klemeyer is a veteran business coach, consultant, and speaker, fondly known as *the guy to know when you want to grow your business*. He is the founder of Grow Your Business (GYB) Coaching; a company specializing in helping solopreneurs and small business owners attract more clients, grow their business, and live the prosperous life they deserve! He has personally coached more than 1,000 people from employees to company owners, as well as, entrepreneurs and small business owners.

Jack's business revolves around **coaching, writing and speaking**. He travels throughout the United States delivering high-energy, educational, inspirational and humorous talks and programs. His commitment to providing excellence in every aspect of his work has resulted in his being named one of the Top 50 Business Connectors in Indianapolis.

His Passion Started When He Was Young

Jack's great-grandfather, his grandfather, as well as, his father were all business owners. Growing up, he learned what proper support and a succession plan could mean for a family business. His family operated a lumber company for 30 years. When his grandfather died unexpectedly without a succession plan, a huge family fight ensued for control. Jack's father was 30 years old at the time and needed advice, but there was no one to turn to. That is why Jack has such a strong passion to help business owners. He provides an ear to listen to their problems and sometimes a swift kick in the butt to help them select the correct course of action.

His Coaching Career Began While Working For State Farm

Jack previously worked for State Farm; he was successful as an agent and was soon promoted to management. He was tasked to work with 35 agents in an area that had the highest average income in Indiana, but was not producing at acceptable levels. The management of the company had ignored them and they felt they didn't have a voice within the company or anyone with which to discuss their problems. Jack stated, "We found that simply by listening to them and providing support, their business skyrocketed. I loved this new position and it turned out that I was good at it. **It was a win-win.** That is what led me to coaching full time, because I enjoyed it and was good at it."

Coaching Fits His Personality

Jack loves to see people succeed. He especially enjoys clients who will run through a wall. You know, those hard workers, who will make 100 calls and not ask why! They just do the work! He gets enjoyment by seeing those people thrive and succeed.

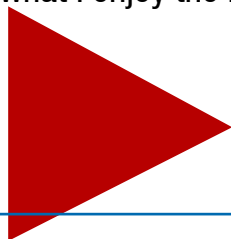
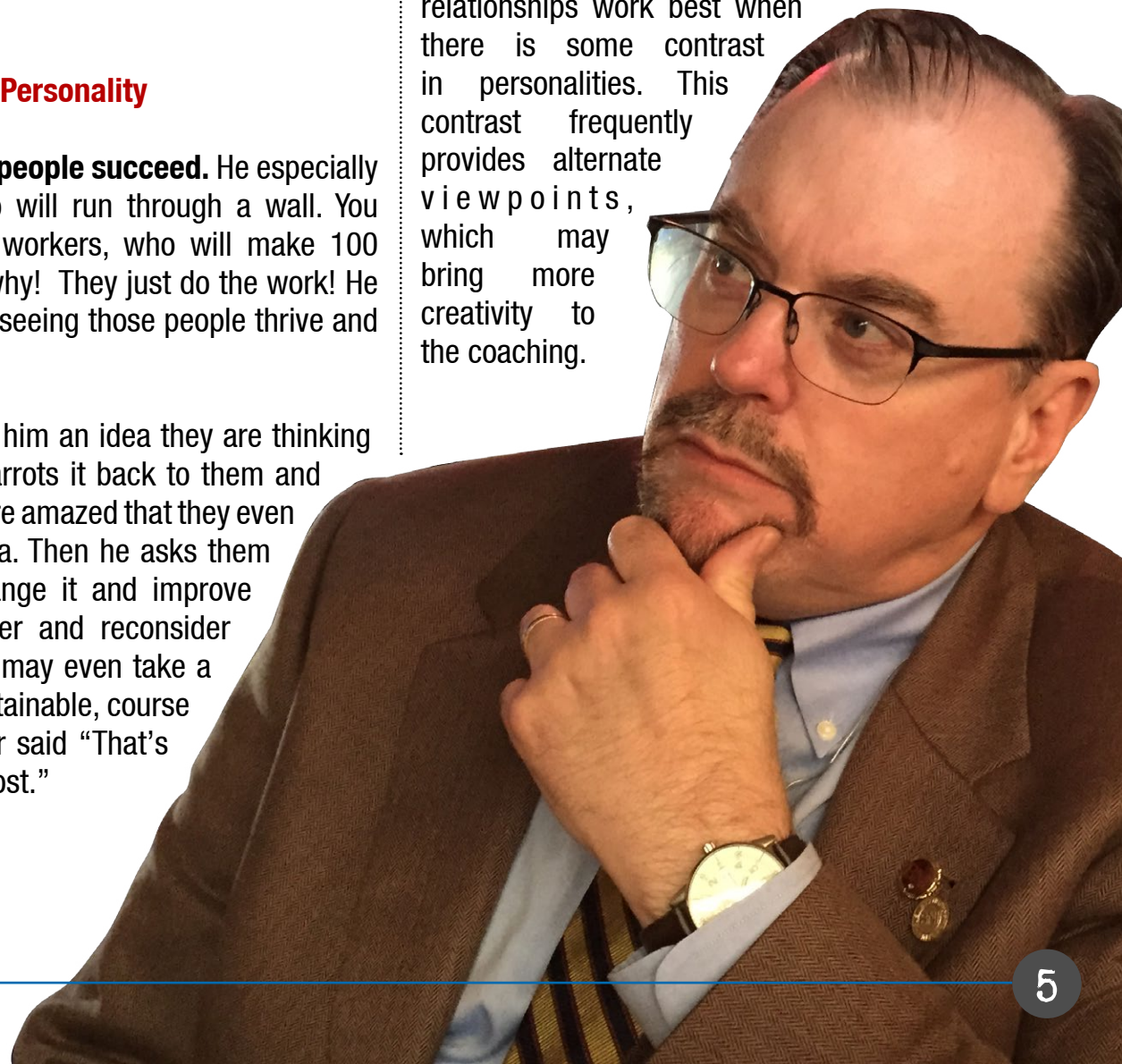
When a client tells him an idea they are thinking about trying, he parrots it back to them and many times, they are amazed that they even thought of that idea. Then he asks them how they can change it and improve it? They dig deeper and reconsider their proposal and may even take a different, more sustainable, course of action. Klemeyer said "That's what I enjoy the most."

On How to Select a Business Coach

With the multitude of business coaches available today we asked Jack to explain how a business person could be sure a particular business coach was right for them.

Klemeyer answered, "I'd look at what training they have. Have they actually studied? How much does that coach invest in their own training on an annual basis? Also investigate their track record with similar businesses."

Klemeyer added that a good coach also needs to mesh with the client. There needs to be synergy, compatibility and a resonance. That said, he also believes that many relationships work best when there is some contrast in personalities. This contrast frequently provides alternate viewpoints, which may bring more creativity to the coaching.

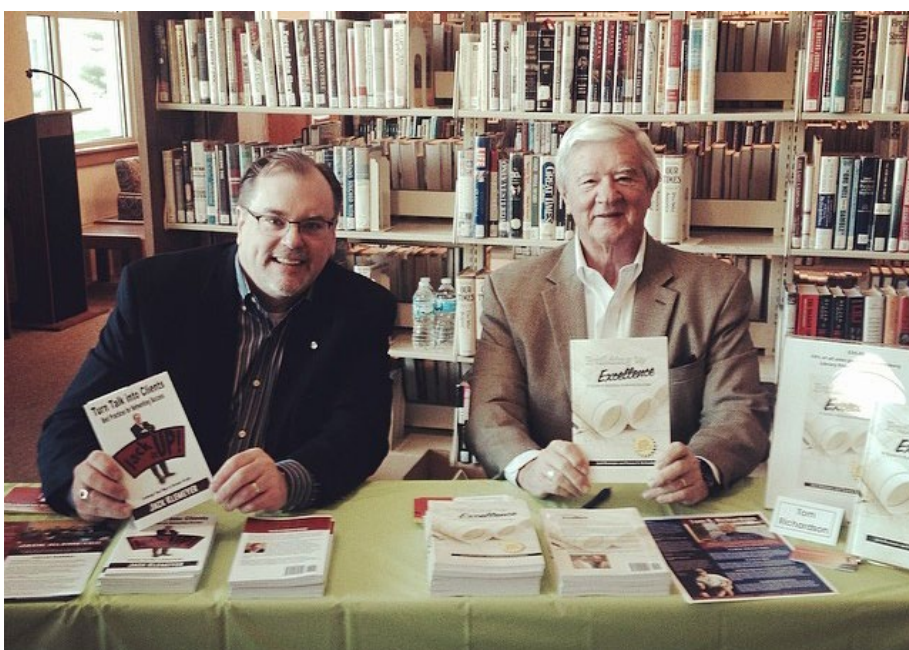
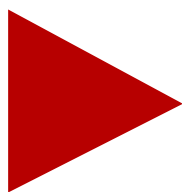


Points to Keep In Mind When Starting a Business

Soar to Success asked Jack, since he's "the guy to know when you want to grow your business" to share two tips for successful entrepreneurs to consider when starting or growing a business. He advised, "**Stand out, be different**, don't do what everyone else is doing. Ask yourself the question, Why would a prospective client or customer, choose to do business with me? Secondly, have clear goals and completely understand your particular target market."

Jack shared that frequently small business owners are afraid to choose a narrow target market because they don't want to leave anyone out. He went on to say "The irony is the narrower you limit it the more business you have.

People see your business and see you are having success and they will say 'well I know you only work with albino nurses but would you work with somebody like me?' And then you can choose to work with them or not."



What Does It Take To Soar to Success

We asked Jack the question we ask of all our featured experts and that is, what traits do business people need to possess in order to soar to success.

Jack said **adaptability** is an important key to success. The person that will take feedback and make adjustments is going to soar to success. They don't see something that doesn't work out as a failure, instead they see it is as a learning process. For example, they may try a campaign that doesn't work, but then analyze it and learn from it. They make the appropriate adjustments and do better the next time.

The second trait necessary to soar to success is to be **constantly learning**. A successful business owner is an avid learner; they want to learn, grow and develop.

A third trait is that they believe in the importance of **setting goals** and holding themselves accountable to attain them. Jack says, "It's better to create your future with your own goals than to hope someone else will do it for you."

Speaking Comes Naturally to Klemeyer

Jack's Dad was in Toastmasters and so it was a natural progression for Jack to join too. He watched the greats, like Zig Ziglar, and wanted to be able to share his message from the stage as well. That desire is a reality! Jack has addressed audiences from one to more than 1,000 people in several hundred talks throughout the United States and in Canada. As a keynote speaker and seminar leader, and member of The National Speakers Association (NSA), he speaks to both corporate and public audiences on the subjects of Personal and Professional Development, including Leadership, Selling, Goals, Strategy, Creativity and Success Psychology.

Jack enjoys educating audiences and seeing them make immediate changes and achieve long-term results. His quick wit and sense of humor makes him relatable and audiences can't help but be inspired to change some aspect of their life. Now, he's taken this passion for speaking and is translating it to others by **teaching them how to use speaking as a means of growing their business** in a program that's called **Speaking Mastery**. Be sure to check that program out on his website.

In addition to his coaching, training and speaking programs, he has written and successfully published many articles, webinars, audio products, books and workbooks. Jack brings humorous, but hard-hitting lessons on loving ourselves now and enjoying the journey as we pursue our personal best. Two of his books are now commercially available at Amazon.com:

BUILDING TO SUCCESS; A GUIDE TO BUILDING AUTHENTIC SUCCESS, with Tommy B. Richardson. 2014

BEST PRACTICES FOR NETWORKING SUCCESS; TURN TALK INTO CLIENTS. The first volume in the **Jack it UP!** Leverage Your Way to Greater Profits series, 2014

Be sure to listen to our podcast interview with Jack; you'll experience his sense of humor and hear more about him.

To connect with Jack;, visit his website at [GYB coaching.com](http://GYBcoaching.com), email him at jack@gybcoaching.com, or give him a call at 317-755-6963.

TOP TIPS

for Taking Time Off When You Work Alone

By Holly Kile

Think that just because you work alone that you'll never get to take a real vacation? Think again!

For most people that work a regular 9-5 job, vacation time is part of the benefit package. Unfortunately, when you work for yourself, taking time off can seem like a dream that will never come true. The good news is that you can and SHOULD take time off. You need to take the time to recharge your own batteries so that you can be good for your clients and customers as well as your family and friends. Taking a vacation doesn't just happen though. You need to do a few things to make sure your time off is relaxing and relatively stress-free. Here are my tips for pulling that off.

First, you need to plan and work ahead. Think about what will normally need to happen during your planned time off. Do you normally post to social media? Do you normally have a blog post or newsletter that needs to be released?

These are things that can be scheduled in advance so that they happen right when they normally would. Perhaps having the illusion that you're working is exactly what you want to avoid. If you want to completely stay off the grid - that's ok too.

Next, you need to communicate to your clients and customers that you will be away. Set their expectations for your time away. Will you be checking email? Voice mail? Should they not expect to hear from you at all during that time? How do they handle emergencies? Trust me, they will understand and appreciate your need to vacation or get away.

Speaking of how they should handle things. Do you have a back up in place? Will someone cover for you? Do you have an assistant that can handle minor things for you?

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I recommend that you train someone on at least the basics so that if things do crop up they can be handled right away.

Finally, don't forget to set your out of office on your email and voicemail. Let people know the dates you'll be out and set the expectation for when they will hear from you. If you have someone else they can speak to, provide the alternate contact info.

Now that you've done all these things, the only thing left for you to do is to unplug, relax and enjoy! Thanks for tuning in. For more business solutions, be sure to join me at

www.hjkglobal.biz

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Holly Kile uses her extensive background in operations management, systems analysis/implementation and strategic business marketing, to work with business owners and entrepreneurs who struggle with figuring out how to effectively achieve their business vision. As a result of working with Holly, her clients are able to access multiple opportunities for growth and realize previously unrecognized potential.

In 2013, in response to the needs of her community, Holly launched A2I Business Consulting-her elite business coaching program wherein she works with entrepreneurs one on one to co-create comprehensive growth strategies to move them from "accidental" business owners to intentional" industry experts who enjoy profitable and thriving businesses!

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Subcontractor vs. Employee: How to Determine the Difference

By Tina Moe, CPA

If you're looking to hire someone in your business but you're not sure whether to label them as a subcontractor or an employee, you need to understand the difference between the two as it pertains to both tax law and unemployment insurance regulations.

A subcontractor is self-employed and pays their own taxes and insurance. I always advise my clients to obtain a completed form W-9, a copy of their insurance certificate with a worker's compensation rider and if possible, a written contract outlining the services being provided and the understanding of both parties involved.

On the other side, an employee has taxes withheld and you, the employer, pay taxes on their behalf. In fact, you pay ½ of their Social Security and Medicare taxes where the subcontractor pays it all. The employer also pays both federal and state unemployment tax on their wages as well as worker's comp insurance. Employees fill out forms like W-4, I-9, and other documents which determine their withholding preferences and eligibility to work in the US.

There are several common law rules that help to determine this answer and they can be broken down into three categories.

The first category to consider is behavioral control. Do you control how and when the work is completed? Do you conduct training to ensure that it's done in the manner and timeliness that you're looking for? How much control do you have over work scene? Are you overseeing the work and giving directives on tasks and quality? Typically, subcontractors manage their own work, hours of work and methods to which the work is performed.

The second category you should consider is financial control. Do you control the financial aspects of the work to be conducted? In other words, do you make the decisions regarding equipment investments, material costs and other costs associated with conducting the work? Do you reimburse your worker for those expenses? If you're reimbursing someone or you're controlling the costs, more than likely you have an employee-employer situation.

The third category is the perceived relationship between you and your worker and how you both view the situation. Does your worker consider themselves an employee or a subcontractor? Do they work for other people providing the same services or are they working exclusively for you?

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Do you offer them any type of benefits such as paid time off, vehicle expense reimbursement or paid training? If you do, chances are likely that you have an employee-employer situation. Generally, subcontractors are not offered these types of benefits.

Once you've accurately determined what type of situation you have, whether you have a subcontractor an employee, you need to make sure that you issue the proper year-end tax forms. Subcontractors are issued 1099s and employees are issued w-2s.

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 the 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 and on



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Do You Really Need to Hold That Meeting?

By *Cindy Allen Stuckey*

I'm going to say the "M" word that everyone hates—meetings. There are good meetings and there are bad meetings—really bad meetings.

We've all been in bad meetings—they go on forever never getting to the point and you leave wondering why you were even present. On the other hand, effective meetings leave you energized and feeling that you've really accomplished something. According to results of a Microsoft Office survey, employees spend 5.6 hours each week in meetings and 71% of respondents felt meetings weren't productive.

Making meetings effective boils down to three things:

They achieve the meeting's objective

They take up a minimum amount of time

They leave participants feeling that a good process has been followed.

The next time, before you schedule a meeting, follow these 4 steps:

Step 1: Ask yourself, "DO I REALLY NEED TO HOLD THIS MEETING?" Determine if you can accomplish what needs to be done by talking with a key person instead of pulling people into a meeting; or can you meet virtually?

Step 2: Ask yourself, "WHY DO I WANT TO HOLD THIS MEETING?" What's the purpose of the meeting; is it a daily check-in, staff meeting, ad hoc meeting, or quarterly meeting and what objectives need to be accomplished? Also determine who really needs to attend, the length of the meeting, and the time it takes everyone to prepare.

Step 3: RUN THE NUMBERS—Time is so valuable, so figure out how much the meeting is going to cost. Take a year's salary for 1 person and divide it by the number of hours worked to determine the hourly wage. Do that for everyone involved, you may be amazed. Then shorten the length allowed for your meeting.

Step 4: If you still think you need to schedule a meeting, NOW it's time to CREATE A DETAILED AGENDA. This should include the meeting's objective, attendees, length of time, topics, decisions that need to be made, and prep work for attendees to complete prior to the meeting.

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Obviously, you need to follow your agenda and timeline, and make sure you start and end on time. Also, ensure that someone documents the decisions, tasks, and deadlines decided during the meeting. Meetings can be very valuable and productive. **To ensure this, before you schedule your next meeting, determine if it's really necessary.**

After many years in the business world, Cindy Allen-Stuckey founded Making Performance Matter with the purpose of empowering organizations to reach their fullest potential. She does this by collaborating with owners, leaders, and teams of small to medium-sized organizations to achieve high-performance.

Cindy gained her expertise in three global manufacturing organizations, where she developed and implemented solid people-strategies that grew their businesses to the next level. She provides strategy planning and execution; workshop facilitation; and one-on-one and small business group coaching. Cindy holds masters' degrees in both management and education and is certified in Human Performance Improvement from ATD (Association for Talent Development). Making Performance Matter is a certified Women's Business Enterprise.

For more tips on how you can be a better leader, go to her website:
<http://makingperformancematter.com>



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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

812-269-8676



4 Reasons You Should Consider Cloud ERP

By Jeanne DeWitt

If you are looking or have an ERP or Enterprise Resource Planning system for your business you might be considering whether or not you should host your application in the Cloud.

Today there is a growing trend to add ERP or Enterprise Resource Planning to the list of applications that should be moved to the cloud. Here are 4 factors to consider when making that decision:

1. The security of cloud-based ERP. While many businesses feel strongly that their data is more secure if it is under their own roof that is often a misconception. The security and disaster recovery of a professionally managed cloud from a reputable cloud provider like us is far more secure than the server room of most companies.

2. Cost savings. Cloud based ERP eliminates the need to purchase and keep current the hardware and software required to keep ERP software running at peak performance.

There is also an option to rent the ERP licenses instead of purchasing which could save you thousands of dollars.

3. Remote Access. According to recent studies, most companies today have employees who work from home or in the field. Keeping those employees connected to the information they need to respond to customers and complete their work is essential. Since Cloud-based ERP solutions are designed to be accessed via the internet, remote workers will have the same experience as those workers in the office.

4. Integration with other business applications. Most businesses rely on many applications to serve their customers and create value.

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The integration tools of today make connecting applications easier than ever. Having your ERP system hosted in the Cloud can make maintaining and supporting all these business applications easier and more secure.

If you have questions on whether or not Cloud Based ERP is right for your business we can help. Please contact me and watch my video 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" model. Instead, they have made their success on preventing computer problems from ever happening, virtually eliminating downtime and lost productivity.

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.

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Choosing a CRM that works for You

By Troy Hanna

As consumers today we are flooded with thousands of choices and the same is true in the CRM world. How do you choose?

I was recently sent to the store by my awesome wife who said I needed to pick up toothpaste. Talk about Overwhelmed. Did I want Whiting with Breath Freshening or Whiting with Tartar control? While a CRM can't make your Teeth Sparkle it's going to make your business sparkle and it will make you look like a Customer Service Rock Star or Boss of the year. But how do you find what works for you?

Everyone works differently so I recommend pulling in a small team of volunteer employees who would be interested in helping find the right solution for your company. I would even recommend pulling in a few of those employees who are skeptical of why you need a CRM. Once those people who are skeptical like it they will be a good example to the other employees as well.

Here are a few questions to ask your team:

1. **What's our budget for a CRM?** CRM Systems can range from free to thousands of Dollars. Narrowing down the cost will help you narrow down a CRM Choice.
2. **Who's in charge and who can help? Also another potential cost?** Do you have someone on staff who can be the dedicated CRM person and will that person be able to train everyone on the system or do you need to use the services a CRM company has to help train your staff on how to use it?
3. **Does it cover all our needs?** Will you be using it for mostly sales or marketing or both? And if both, does it work across all aspects of your company.
4. **Will it grow with our company?** Do you need to start small because of budget? But what will happen in your CRM when you have more money to spend and need more features and tools?
5. **What are our integration needs?** Do you need it to work with QuickBooks, Project Management, or can you get around that for a while?
6. **What's our Timeline?** How fast do you need to implement this into your business and can the CRM Company help with that.

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Need more help in choosing a CRM? I send people a lot of time to my friend's website www.smallbizcrm.com which is a great resource for those trying to narrow down the search. Or just call me, I'm always happy to help find you a solution that works. I also have a video with more information on this topic.

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Troy Hanna is the President of AddressTwo, the simple CRM for small business. AddressTwo believes that keeping your CRM simple and easy to use is a key aspect in growing your business.

Troy is excited to show you how his experience in the comedy business, mixed in with some great sales & marketing leadership, and a lot of fun mistakes can help you grow your business by having a CRM in place.

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.

<http://addresstwo.com>; Also connect on




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Where are you on achieving your goals? Are you on **TARGET?**

By Jamie Sue Johnson

We are half way through the year. It is time for an assessment of where you are in regards to your goals for this year. Sometimes it is a tough practice to look at the status of your goals but if you do it now, you can shift and get back on target, if necessary. As small business owners, we don't have anyone holding us accountable to this. So I challenge you to hold a review and planning session. Hire someone to facilitate this for you so you can truly get a clear picture of where you stand and that will facilitate you in getting back on track to hitting your target.

Take a look at your financials, where are your largest expenses? An assessment I ask my clients to conduct is a risk assessment, what percent of your revenue comes from each customer/client, are you diversified? Are your tradeshow/networking efforts effective? What is the ROE, return on your energy, as well as your ROI, return on investment? Taking the time to see where you are and where you are going is an investment of both time and money and it can bring the biggest awakenings.

Have there been any major shifts in your market space? Any new players entering the market space, any leaving? Where are you on staffing? How about with your health care benefits: are you to the point where you should self-fund and keep the profits instead of your insurance company?

How is your own leadership? How is your leadership team? Sometimes a health issue or a senior member leaving your team can shift your organization; again, what are the risks? And how would you mitigate them?

What about disaster planning? Do you have a back-up plan in case of weather or fire or flooding? Are your systems backed up? Have you practiced restoring them? Best to be prepared just in case.

When you take a look to see if you are on target, you will gain insights for ways to meet and exceed your goals NOW!

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Have the courage to step up to the plate and look at your results. Then get going and build an action plan to support you focusing and hitting your target and having the best year of your life.

Contact me for a complimentary coaching appointment to conduct your business assessment. Let me help you soar to success and hit your target.

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Jamie Sue is a certified professional coach and certified professional coach trainer. So you know you are getting not only a coach but someone who has nationally trained people for an ICF accredited school.

She is also a single mom, who has raised a daughter and who experienced the loss of her second daughter to SIDS in 1998. So life has been her greatest teacher.

Jamie Sue's philosophy of the 5 L's, Live, Love, Laugh, Listen and Learn are her foundation for causing shift in the world. She delivers engaging and entertaining keynotes, seminars and business coaching sessions that provide energy, creativity, inspiration and most importantly accountability so you get the results you want.

<http://knockemalive.net>



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Gold Medal Moments

By Lillian Zarzar, CSP

Have you watched Olympians obtain the gold medal then kiss it? That gesture is considered the epitome of winning. Every time I watch Olympic Athletes receive medals causes me to think about what it takes for them to reach that moment. Are you prepared for the Gold Medal Moments of your Life?

As the athletes practice before the event sometimes commentators make statements saying “she fell at practice today,” “he couldn’t complete the jump,” “he couldn’t cross the field in time,” “she didn’t make the basket.”

Indeed, it is during the “practice” you would expect them to make mistakes! After all, it is “practice.”

Everybody rallies around the athletes during the gold medal moment. Yet, they are typically alone or with the coach at the hours of practice to make the team, much less compete for the gold.

Becoming Olympians means they have what can be a full-time job. At minimum they practice 40 hours/week, 52 weeks/year, 2,080 hours/year.....and for four years, 8,320 hours before they make the team...then more hours to qualify once on the team!

During the competition, the difference between the gold medalist and the silver or bronze may be one one/thousandth of a second!

They work hard and make it look easy!

How hard do you work in the Olympics of your life? You have gold medal moments every day. How many hours of practice do you put in to be an effective Manager? Parent? Leader? Communicator?

Whatever role you play deserves your best. It takes practice to be your best. Imagine practicing being an effective communicator for at least 8,320 hours...and then some...!

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Each time you have a gold medal moment to lead your team, teach your children, run your business, or speak your truth, think of the Olympians and their determination, perseverance and tenacity. Inspire yourself to excellence in your gold medal moments...!

For more information on this topic, watch my video [How Do You Prepare For Your Gold Medal Moments?](#)

Because everyone in the Olympics of Life can use a coach, call me: 614-486-5523!

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).

Zarzar's insights and understanding of human behavior contribute to the success individuals and teams have achieved through participation in her highly interactive and thought-provoking approach to training.

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*.

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Seeing Your Light

By Rochelle Forrest

Remember that we are eternally under construction. Sometimes we need to re-frame our mental structure to be more productive in our lives. We do this by changing our stories to focus on JOY and our strengths that lead us to a fuller life! As I've said many times before, if you can see the Light, you can be the Light.

It sounds strange to say it, but what you think and what you speak determines who you are and what your life looks like. What do you choose to see each day? Where do you place your attention? What words are you saying? What words are surrounding you?

For example, if I don't love something, I say it is not my favorite. One of the things I always told my boys when they were growing up is "you might as well get happy in the same pants you got mad in!"

I'd give them time out to think about it! It did not take them long to realize that had the power to set themselves free!

So do we! What is keeping you locked in your personal cell?

Take a few moments and write down things that are in your power to change. Take one step! It is called precession! Things in motions stay in motion!

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If you need a blueprint to help Lighten up, go to Rochelleforrest.com; I have some tools that could help! Also watch my video on this topic and the others in my series.

After many years in the public sector, Holistic Transformation Coach, Author, and Motivational Speaker, Rochelle Forrest, R.N., 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.

Wouldn't you like to wake up each morning feeling as though it was Christmas? Rochelle Forrest has that much joy and enthusiasm for life. Her mission is to teach you to find it too. Re-Ignite Your Inner Light and the companion workbook are Rochelle's action oriented tools with practical suggestions and no nonsense advice that can light your path.

<http://www.RochelleForrest.com> ; <http://tummiesmindsspirits.com>.



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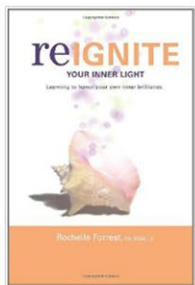


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4 Traps To Avoid When Selling Your Company

By Patrick Good, Certified Value Builder

Business owners have been known to refer to due diligence as “the entrepreneur’s proctology exam.” It’s a crude analogy but a good representation of what it feels like when a stranger pokes, prods, and looks inside every inch of your business.

Most professional acquirers will have a checklist of questions they need answered if they’re considering buying your company. In addition to these objective questions, they’ll also try to get a subjective sense of your business. In particular, they will try to determine just how integral you are personally to the success of your business.

Subjectively assessing how dependent the business is on you requires the buyer to do some investigative work. It’s more art than science and often requires a potential buyer to use a number of tricks of the trade, such as:

Trick #1: Juggling calendars

By asking to make a last-minute change to your meeting time, an acquirer gets clues as to how involved you are personally in serving customers. If you can’t accommodate the change request, the acquirer may probe to find out why and try to determine what part of the

business is so dependent on you that you have to be there.

Trick #2: Checking to see if your business is vision impaired

An acquirer may ask you to explain your vision for the business, which is a question you should be well prepared to answer. However, he or she may ask the same question of your employees and key managers. If your staff members offer inconsistent answers, the acquirer may take it as a sign that the future of the business is in your head.

Trick #3: Asking your customers why they do business with you

A potential acquirer may ask to talk to some of your customers. He or she will expect you to select your most passionate and loyal customers and, therefore, will expect to hear good things. However, the customers may be asked a question like ‘Why do you do business with these guys?’ The acquirer is trying to figure out where your customers’ loyalties lie. If your customers answer by describing the benefits of your product, service or company in general, that’s good. If they respond by explaining how much they like you personally, that’s bad.

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Trick #4: Mystery shopping

Acquirers often conduct their first bit of research behind your back before you even know they are interested in buying your business. They may pose as a customer, visit your website, or come into your company to understand what it feels like to be one of your customers.

Make sure the experience your company offers a stranger is tight and consistent, and try to avoid personally being involved in finding or serving brand-new customers. If any potential acquirers see you personally as the key to wooing new customers, they'll be concerned business will dry up when you leave.



Patrick Good, Certified Value Builder, is the Owner of PAG Associates, which includes AdviCoach of NW Ohio. Pat has an extremely broad business background with over 25 years of experience and success in a wide range of areas; his extensive business acumen is rooted in his shop-floor manufacturing and production management experience.

Pat's background includes certifications in Six Sigma, Lean Manufacturing, Theory of Constraints, and Total Quality Management systems, including Facilitator roles. He is a Lifetime Certified Purchasing Manager and Six Sigma Black Belt.

Learn more about Pat at his website and on




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- ✓ **Team** — Is everyone on your team aligned in regards to your business priorities, values and strategies and can the team run your business in your absence?
- ✓ **Money** — Are you earning the profit you dreamt of and do you have the funds available to cover both day-to-day expenses as well as expansion?

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Winning the Human Capital Challenge

with the HR Scorecard in ALL Departments!

By The Merit Group

Competition is a way of life and business. In every competitive sporting event the ending score on the scorecard is the determining factor for the person or team that wins the particular competition. Business is equally as competitive as a sporting event so implementing a scorecard, for every department of a business, should be a standard operating procedure. Even and maybe especially the Human Resources Department.

The logic behind implementing departmental Scorecards is that a Scorecard synchronizes many traditional business based best practices and measures the successes or shortcomings of the department by:

- ✓ Determining authentic value the department provides to the company
- ✓ Implementing strategic planning practices
- ✓ Communicating company expectations
- ✓ Creating a managerial system
- ✓ Continually recognizing and implanting ever-changing business/human capital trends

Determining the issues of concentration in developing a departmental scorecard include:

- ✓ Identify the company goals the department contributes direct or indirect expertise
- ✓ Identify the critical department deliverables
- ✓ Identify the internal and external customers
- ✓ Conduct a cost-benefit analysis of the department deliverables

Finally the seven components that must be included in a Scorecard:

1. Define the business strategy of the department
2. Build the case of the department as a strategic asset
3. Create a strategic map for the department to achieve the business strategy
4. Identify the department deliverables to the strategy
5. Align the structure of the department with the expected deliverables
6. Design the measurement system of success of the deliverables
7. Implement management by measurement

Once the Departmental Scorecard is developed it must be communicated to all the stakeholders in the department. Implementing this aspect builds team support, individual and team motivation for departmental success. The Departmental scorecard also provides an objective focal point for employee evaluations based on their departmental contribution to the business success.

Begin the process of implementing a Departmental Scorecard process and win the human capital challenge by gaining the support, knowledge, and attributes that will further contribute to your success by demonstrating that your employees are a worthwhile investment of your time, effort, and strategic commitment.

Co-founder, Shamara Cox has worked with businesses partnering in strategy, technique and implementation for over 15 years. Her creativity redefines their potential and adds immeasurable value. Shamara is the proprietor of Shamara Cox LLC, her personal motivational speaking brand, CEO of BLING Sorority and Founder of Pressed Oil Life Ministries, Inc.

Co-founder, Terry Dove Pittman was Authentication Deputy for former Indiana Secretary of State Todd (2002-2011), where she acted as International Liaison and Special Deputy between the State of Indiana and many foreign embassies and foreign nationals. She is a graduate of the Indiana Leadership Forum (2004), Hoosier Congressional Policy Leadership Series graduate (2009).

<http://themeritgroupindy.com> and on



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Networking scares people - it just does

By Tina Imperial, Marketing Manager, Rainmakers

Walking into a full room, talking to people you don't know, trying to encapsulate all that you do in a 5 minute conversation can be a little overwhelming. Like anything, when you are prepared, you feel more in control and get better results. Successful networkers are prepared networkers, and being prepared doesn't take a lot of time. It takes a few minutes to gather your thoughts, envision your desired results, and go for it!

Think of this...

What happens when you go to the grocery store with no list? You buy things you don't need, forget the things you do need, and overspend because you have no parameters. The same is true for networking. When you walk into a networking opportunity unprepared, you will likely "accept" whatever comes your way and spend too much time talking to people who may not be able to help you.

Preparation can take place minutes before you walk in – before the event, get clear on what your goals are for attending. Make sure you understand who you are looking to meet or what you want to share with others so you get the results you want.

You may have a different "ask" each time you are networking, and that is ok. Your "ask" is based on what you are working on and it's your job to make sure people know how to help you. Maybe you were looking for "this" and now you are looking for "that." As long as people know how to help you, they will.

And, by all means, don't forget to see how you can add value to others in the room. You may have people and resources in your life that would be beneficial to them, so the next time there is a lull in the conversation, turn it over to them and ask, "So, how can I help you?" You may be surprised at how easy it is to help

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Tina Imperial is the Marketing and Project Manager for Rainmakers, a networking and business development company headquartered in Indianapolis, Indiana. Tina creates original material for blogs and social posts, and helps spread the word about Rainmakers events and trainings on numerous social media platforms.

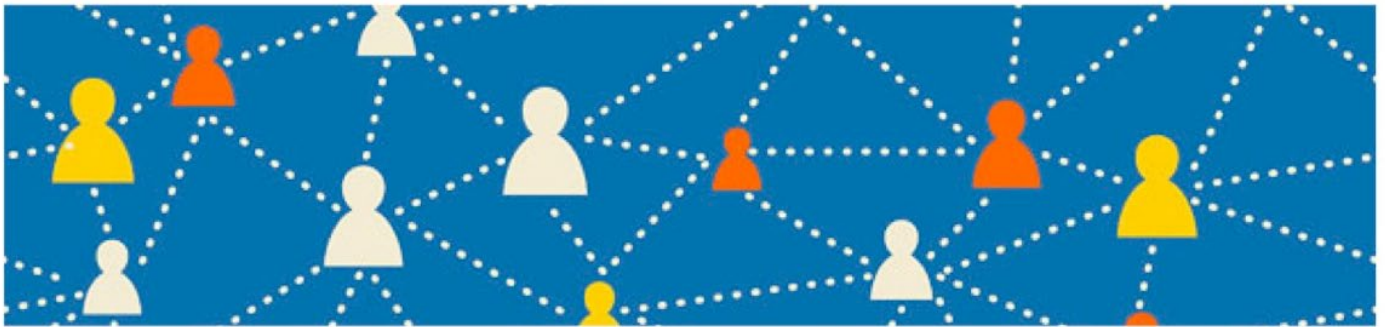
Every small company needs that person who reads the instructions on the box (or Googles it), figures out what it all means and determines how it applies. That's Tina. She's an expert generalist, which is to say she enjoys acquiring new information and using it.

Her passion for new things translates well for social media and marketing. Visit Rainmakers to learn more about networking, their local events and business training. Also connect on [f](#), and [t](#).



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The next time there is a lull in the conversation, turn it over to them and ask, **“So, how can I help you?”**



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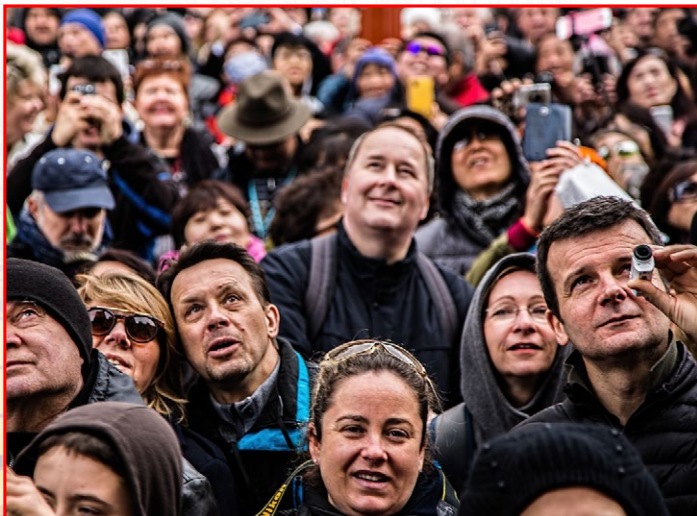
4 Pillars of Business Development

By Jack Klemeyer

There are four pillars of business development and you need to know about them if you want to get more business and more income.

The first of the four is the most important and is foundational to the other four. The first is Market. Who, specifically, is your market? Put another way, who is your ideal client? Once you are very clear on this the other four pillars are a piece of cake.

The second is Message. What is your message, your unique selling proposition?



The single most important question to be answered here is one I learned from Dan Kennedy. Why should I buy your (whatever) over any and all other available choices? I think you'll agree, that is one powerful question. Give it some good thought and treat it for the weight it holds.

The third is the Method of Delivery. How specifically will you get the word out?

There are six main strategies for Method of Delivery. They are, from most effective to least; Direct Contact and Follow-Up, Networking and Referral Building, Public Speaking, Writing and Publicity, Promotional Events and Advertising. Now before you jump up and shout, "Jack, did you dis advertising in the Soar to Success?" The answer is absolutely not. If you only used advertising as a method of communication you would certainly gain visibility but when you combine it with other marketing strategies you multiply the effect and begin to gain credibility to outreach which is direct contact.

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The fourth pillar is your Process. What specifically do you do once contact has been made with a prospect (potential client)? You need to know how to handle both incoming (they contact you) and outgoing (you contact them). One of four things should happen.

They set an appointment with you, you actually have the appointment and present what you can offer, you need to follow-up again at some future date or they give you a referral.

This all should be a process that you and your team follow every time come rain or shine. The result of having all four pillars firmly in place is that you will get more business and have greater income.

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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.

In 2014, Jack released two books, available at Amazon.com: Building to Success; A Guide to Building Authentic Success, with Tommy B. Richardson, 2014 Best Practices for Networking Success, No. 1 in the Jack it Up Leverage Your Way to Greater Profits series.

Connect with him at [HTTP://GYBCOACHING.COM](http://GYBCOACHING.COM)



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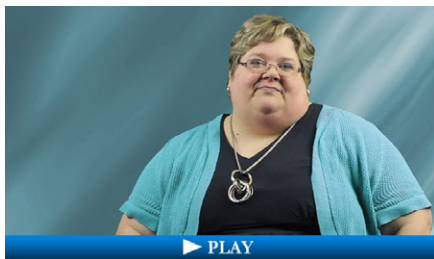
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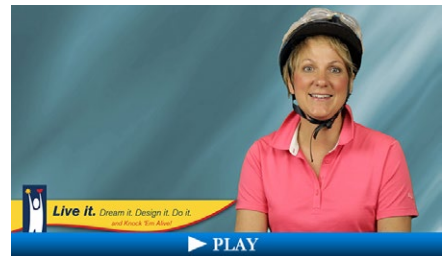
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