

SOAR to SUCCESS

November 2015

MAGAZINE

ROCHELLE FORREST

SHINES HER LIGHT

FIVE WAYS
TO MAKE MORE
MONEY

PLUS:

- + Is Holiday Stress Inevitable?
- + Sales Strategy by Dr. Seuss
- + Business Intelligence Tools
- + Defining Your Audience on Social
- + Let's Go Fishing

soartosuccessmagazine.com



PAT ALTVATER



Soar to Success
AFP Marketing
BizTV Shows

Being An Entrepreneur is a Personal Growth Experience

As entrepreneurs, we frequently have to get out of our comfort zones in order to truly grow our business. It might be something simple like going to a networking meeting that we are nervous about or following up with a prospect on the phone. On the other hand, it could be something bigger, like being bold enough to create a video series. Many people are hesitant to do these things because they worry that they may be judged, hear the word “no”, embarrass themselves and/or a whole litany of other beliefs. These circumstances provide the perfect opportunity to reflect and find the beliefs that are creating limiting thoughts and move beyond them.

Other personal growth opportunities come when our businesses are experiencing a down cycle. I’ve seen many entrepreneurs think this is the time to throw in the towel and run back to the safety of a job. It may be for some, but maybe instead, it is the perfect time to really dig in and see what you are made of and quite possibly release beliefs about “failure.” Possibly you need to tweak your business so that the market more readily embraces your product or service, maybe you need to shift your marketing, or maybe you need a coach to help you see something you don’t see. Be sure to read Cindy Allen Stuckey’s article about knowing when you need a coach.

Enjoy all the articles in this issue and don’t forget to take advantage of the links provided.

Pat Altvater

Contents

Cover Feature:
**Rochelle Forrest
Shines Her Light**

04.



CORE BUSINESS STRATEGIES

- Business Intelligence Tools by Jeanne DeWitt 08.
- Five Ways to Make More Money by Holly Kile 10.
- Finding the Right Income Tax Professional by Tina Moe, CPA 12.
- Defining Your Audience on Social by Lynne Wilson 14.
- Creating a Team Matrix by Lillian Zarzar 16.

BUSINESS ACCELERATION STRATEGIES

PERSONAL GROWTH STRATEGIES

- The One Sure Way to Look Totally Competent by Joan Washburn 18.
- Is Holiday Stress Inevitable by Dr. Deitra Hickey 20.
- Find Out What Creates Results by Rochelle Forrest 22.
- 3 Tips to Enjoy the Holidays and Avoid the HOLIDAZE by Jamie Sue Johnson 24.


Leaders--Is Working with a Business Coach Right for You by Cindy Allen Stuckey 26

Let's Go Fishing: The 3 Things You Need to Know to Catch a Big One by Jack Klemeyer 28.

Sales Strategy by Dr. Seuss by The Merit Group 30

The One Page Plan: Articulating Your Mission by Megan Patton 32

Jump Onboard the Biggest Trend in Marketing in 2016 by Pat Altvater 34

 Our Favorite Videos 37.



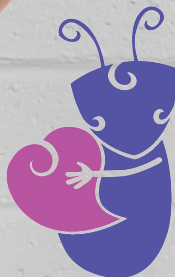
ROCHELLE FORREST SHINES HER LIGHT

Rochelle Forrest is not only an author, speaker and coach, she is the founder of "Tummies, Minds and Spirits," a foundation to bring positive energy and light to oppressed areas. While speaking and working with her private clients, she shares her light to ignite their path and helps them gain balance with their body, mind and spirit.

Rochelle began her career in the medical field as a nurse and because of her own life experiences became a holistic health coach. Throughout the ups and downs of her life she realized there was a need for her services. Later, she realized an even larger need existed in other parts of the world and she founded, "Tummies, Minds and Spirits."

Rochelle was raised as a Catholic, but she didn't feel she fit in the traditional religious model. She began to feel she was serving from an empty cup.

"Being raised with the idea of praying as an action, drove me, but I came to realize that my vision was not goal-oriented or driven. I came to understand that my mission, vision and purpose are what drive my whole life. When I relax and accept life's challenges, the power to move through life and achieve happiness, becomes greater and my light shines brightest."



Tummies • Minds • Spirits

She also realized others were feeling the same way and needed the information she had learned from her experiences.

Rochelle's mission and goals have evolved throughout her life. As the second child in her family she did all of the things expected of her, but she was not happy and her body was not healthy. She had to stop and evaluate her living process and understand the importance of nutrition, as well as, exercise and the effects they have on the whole person, mind, body and spirit.

She feels her mission is to share her light to help others leave their personal darkness and help each person to find their true personal light that reflects a positive mental approach to life, whether it be in their business or personal life.

Her foundation, "Tummies, Minds and Spirits," allows her to bring focus to every part of a person's life. If a tummy is empty, their light will dim and individual happiness will be lacking. Her mission is to share her light with the community, as well as the world, to create a shift in sharing that brings about a balance of mind, body and spirit to create a better place for every individual, community and ultimately the world.

In her foundation work, Rochelle has actually traveled to South Africa to reach out to people to affect change and improve lives. Her foundation goes into the tribes and villages to assess their needs. With that assessment, local individuals are trained and funded to make sure tummies are full so that minds can be opened to receive nourishment too.

One of the ways Rochelle brings her message to her own community is through participation in Indy Biz TV Shows as the Host of "Re-Ignite Your Inner Passion." Her videos on Indy Biz TV Shows give her a place to share her message to a wider audience and allows people to get to know her more personally.





Rochelle said,
"Indy Biz TV Shows gives me a chance to share my journey, through social media and word of mouth."

Rochelle is also available for speaking engagements, to spread her concept of light and improvement of minds and the spirits of people around the world.

Even when Rochelle's path seems to be taking a wrong turn, she takes the positive approach and uses it as a learning experience on the journey to reach her ultimate goals.

Through life's trials and errors comes wisdom. Rochelle continues to learn and appears to be in a good place in her life right now.



"I am finally to a point in my life, that I like who I am. I'm not trying to be who everyone else wants me to be or working on someone else's agenda. It's a very humbling place to be in my life right now. I realize that each day, I make better decisions. I'm gentler on myself and understand that through love, I am attracting healthier and more pleasing things in my life"

She does not become overly concerned if someone is being critical of what she is trying to accomplish with her life. She has surrounded herself with a strong group of friends and associates that she trusts to keep her on the right path.

You can learn more about Rochelle's teaching and philosophy in her book "Re-Ignite Your Inner Light." A companion workbook is also available on Amazon.

She also hosts master-mind groups that discuss problems, as well as, concerns and explore methods to expand each individual's light to better enjoy this journey, we call life.

Reach out to Rochelle and learn more about her coaching program, foundation or speaking opportunities, at her website. Also visit Tummies Minds and Spirits online.

Visit [Soar to Success magazine's website](#) to listen to the complete transcription of our interview with Rochelle that formed the basis for this article.



WHAT IT TAKES TO SOAR TO SUCCESS

Rochelle has surrounded herself with like-minded individuals that are successful in their own careers to help her "Soar to Success." She believes there are three core beliefs that are recognizable in every successful person.

First the person has to have a strong belief in themselves, as well as, belief in a higher power. Rochelle's own message is based on belief of a supreme authority and the freedom of thought that accompanies that acceptance.

Second the person must have a desire to serve others.

"I have seen it over and over again, we reap what we sow. Every person that devotes their life to giving becomes richer and their personal life becomes much more enjoyable."


A true "Heart of Gratitude" is the third and possibly most important component for every person that has a business or personal relationships with her.

She believes that every person that is grateful for the people and things in life expands a positive energy and blocks negativity. She truly believes that she can change the world and each person can make a difference.

"If I exude happiness and bring others into my circle that are grateful for the things in their life also, we can grow that positive feeling, like the proverbial snowball, not only in our community, but around the world. When I am showing gratitude for my life and the people I work with, I open my mind to learn faster and make better judgments."

fresh // creative // stylish // fun

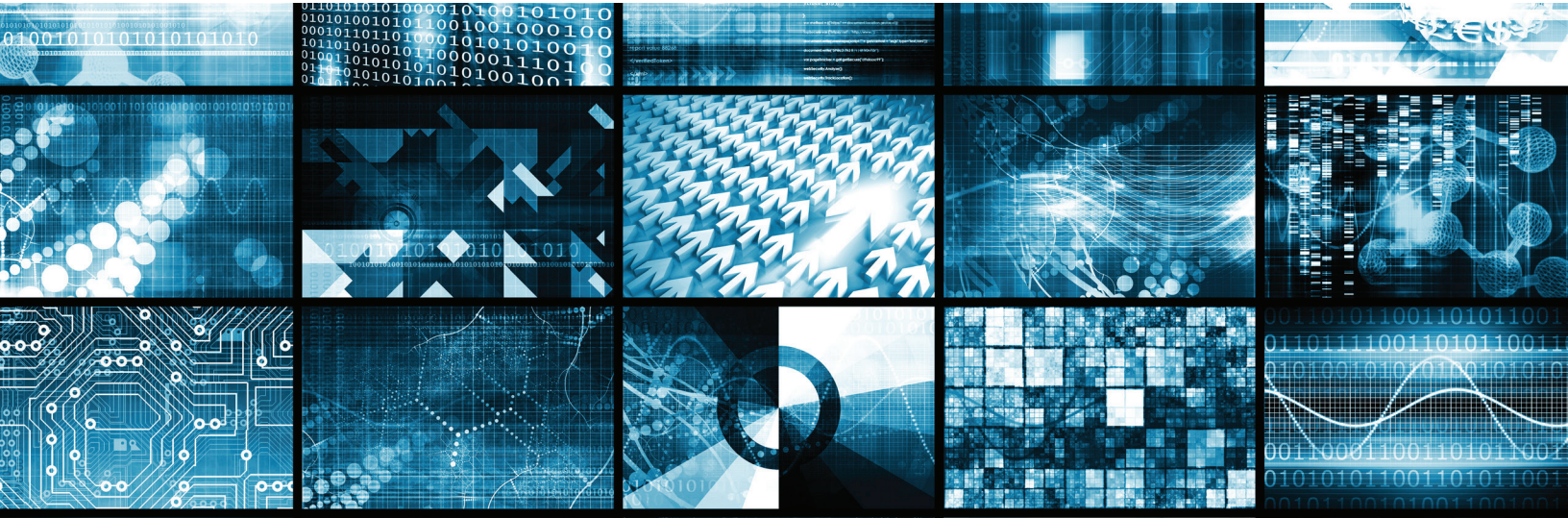


 PHOTOS BY
YVONNE

Photos by Yvonne is built on the principles of taking professional quality photographs while providing a fun, comfortable and reliable service.

My diversified photographic style continues to grow by following trends, improving my standards, and listening to my customer. My unique service has established my place in this industry since 2008, it allows me to make a distinctive and substantial impact for my clients.

www.photosbyyvonne.net // 419.279.3545 // photosbyyvonne@gmail.com



BUSINESS INTELLIGENCE TOOLS

BY JEANNE DEWITT

Technology is always on the move today and no matter what industry you work in, it's important to implement the right tools to support your business strategy and growth.

Technology is having an enormous impact on business. That's why you should always be on the lookout for new technology trends to adapt to your needs. Here are 3 business intelligence tools you need to know about.

1 The Internet of Things or IoT. The concept of the Internet of Things is to embed electronic sensors into any physical objects, allowing them to be controlled via the internet. This includes everything from mobile phones to refrigerators, washing machines and even cars. It can help with things like increased efficiency and new business opportunities. Today there are approximately 10 billion connected devices – IoT opens a door to new business opportunities as customers need new devices and services in their everyday lives.

2 3D Printing. You might not have ever considered that 3D printing could be of use, partly because we are so accustomed to the traditional way of printing 2D materials such as posters and flyers. The main benefits

for businesses are increased productivity and creative, customizable new designs. 3D printing can be used to speed up the creation of product prototypes and provide for faster product-development cycles.

3 The Enterprise Cloud. Companies are now familiar with cloud computing, many using it for data storage and synchronization. But the enterprise cloud offers more flexibility and scalability than regular cloud computing and is noted for cost efficiency and security. Nowadays, businesses require faster innovation, remote access, and better cross-product integration. This is where the enterprise cloud comes in; to deliver cost savings and provide better security to accommodate business growth. You'll want to adopt the enterprise cloud to gain advantage over your competitors.



If you are interested in finding out more about how Business Intelligence tools can boost your business performance, contact me or visit our website.



Author, entrepreneur, IT expert and speaker, Jeanne DeWitt has over 30 years of IT experience helping businesses navigate their way through the ever changing world of technology. Starting CPU, Inc. back in 1986, along with her partner David Hood, she has now become an international, go-to-source for expert advice in the IT Industry including Cloud Services, Infrastructure Security and Support, Cybersecurity, VoIP Phone Technologies, Enterprise Resource Planning and Business Continuity Planning.

Or learn more from her
Video series

Connect with Jeanne at her websites,
Hire An IT Expert and CPU Cloud
Solutions as well as on



Cloud Technology You Can Trust

...Since 1986

Make the Move To The Cloud If You Want To:

- ✓ Lower your technology expenses
- ✓ Allow employees to work remotely from anywhere, anytime and on any device.
- ✓ Take advantage of built-in backup and disaster recovery capabilities
- ✓ Eliminate capital expenditures



www.cpuCloudSolutions.com

419-872-9119

FIVE WAYS TO MAKE MORE MONEY IN YOUR SERVICE-BASED BUSINESS

BY HOLLY KILE

As a business owner, we're always looking for ways to increase the bottom line but as a service provider, coming up with new ways to earn might be a challenge.

When you opened your service-based business, chances are you did so with the intention of helping people. After all, isn't that what a service-based business is founded upon? Unfortunately, when providing a service is the way of your income, you are limited by the number of hours in the day and by your own physical energy. Or are you? Here are 5 other ways to make money in your service-based business outside of the one-to-one service.

Before I share what those ways are, let's first make sure we all understand what I mean by the 1:1. This is when you, the service provider, provide a direct service – like coaching or consulting – to your client or customer. In other words, you are trading hours for dollars at a 1:1 ratio. The downfall of course is that you have the same amount of hours in the day so at some point, you will max out on how many you can serve.

One easy way to boost your bottom line without breaking out of this 1:1 mold is charge more per encounter. Traditionally speaking, service providers, especially new business owners, don't charge enough so this is a great place to start.

But how do you make more money without relying on this 1:1 model?

One of those ways is to shift from the 1:1 model to the group model. The group model can show up in a variety of ways. You can have group coaching or consulting programs, you can conduct educational events to a group, or you could even

create a mastermind and not only leverage the power of the group but the power of the additional brilliance of others in the group.

The group setting will certainly leverage your time in a much more efficient manner but you are still trading time for dollars – albeit much more effectively. The next step beyond is to learn how to leverage both your time AND your expertise which brings us to another way to make more money – actually the final 3 ways.

One way to leverage your time and expertise is to create passive revenue programs and info products. These are on-demand and downloadable programs that you make once and can sell over and over without additional effort.

A second way to leverage your time and expertise is to certify others in your particular technique or method. By doing this, you are duplicating your efforts. Now, you won't garner 100% of the exchange here but it can be a very effective passive revenue stream.

Finally, you may want to consider franchising. Unlike certification programs where certified individuals will operate under their own business umbrella, a franchise will truly operate completely in your way and will likely run with your business name. This



operates just like retail and food franchises that we encounter every day and a great way to ultimately grow your bottom line in a very powerful way.

To recap our five ways – continue the 1:1 and raise your prices, shift to a group setting that works best for you, create digital and on-demand programs

for passive revenue or create passive revenue either through certification programs or franchises.

Be sure to come back next month when we'll shift from talking about how to make more money in your business to how to keep more money in your business.

Holly Kile works with professional coaches and work-at-home entrepreneurs to help them create more time, energy and money through leveraging the power of virtual tools and teams. Using her extensive background in operations management, systems analysis/implementation and strategic business marketing, Holly works with business owners and entrepreneurs who struggle with figuring out how to effectively achieve their vision for their business. Holly is the president of HJK Global Solutions and founder of Connect Coaching Academy.

Connect with her at HJK Global Solutions and on



Or learn more from her
Video series



For Savvy, Stressed ENTREPRENEURS

Download Instant Social Media™ Today
Have “Something to Say, Right Away!”

Each Pack includes:
Relevant Articles - Images - Quotes (All Ready to Post!)
+ Handy Step-by-Step Guide!

Get yours today at www.hjkglobal.biz/instant-social-media

FINDING THE RIGHT INCOME TAX PROFESSIONAL

BY TINA MOE, CPA

Tax time quickly approaching – ok, so is Thanksgiving and Christmas but it's the right time to start thinking about your taxes too. You may be considering using a tax professional to make sure that your taxes are prepared timely and accurately and to help you navigate the ever-changing complexities of our tax code. If so, here are some important tips that you should know.

All legitimate tax preparers are required to register with the Internal Revenue Service and obtain a PTIN, or a preparer tax ID number. But still, this does not mean that all tax preparers are qualified to handle your specific tax needs.

Certified public accountants, enrolled agents, and attorneys

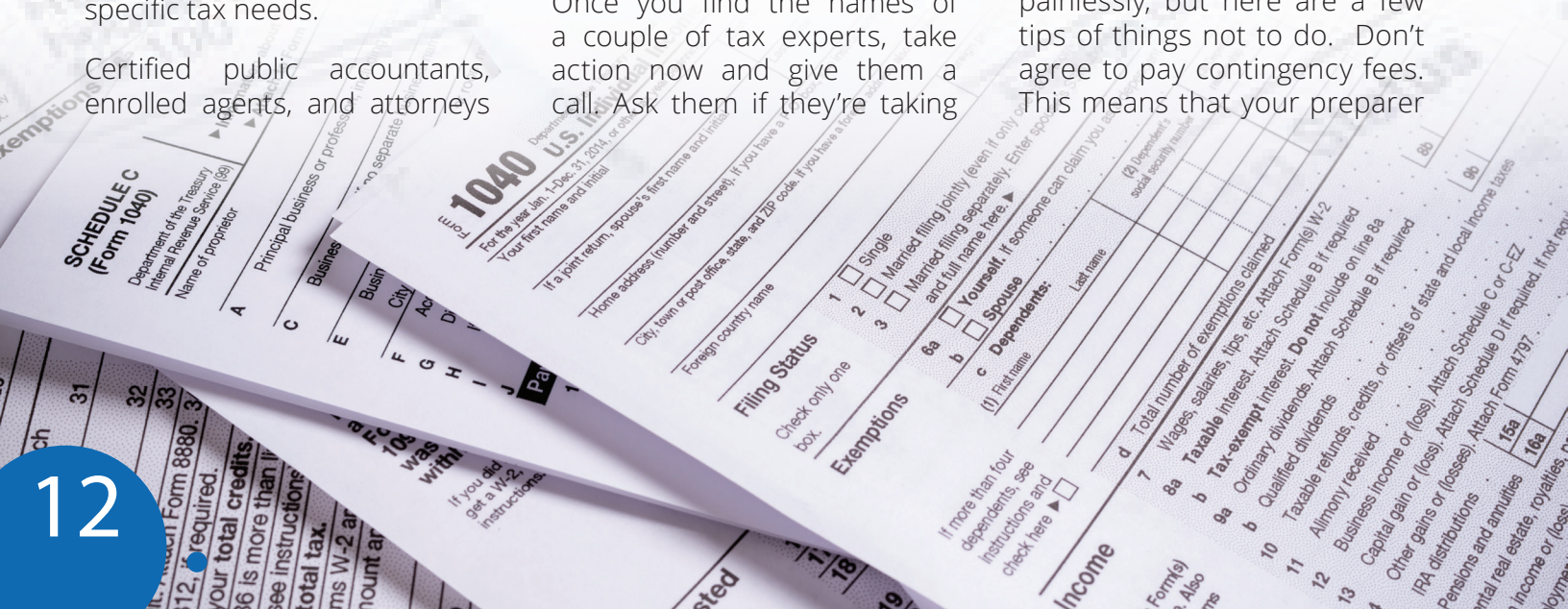
are suggested by experts as your safest way to go as these professionals are highly educated and require many hours of training and continuing education to stay abreast of the new tax law developments. I recommend beginning your search for a tax professional by tapping into your resources; your network of family and friends by asking who they use and if they're happy with their services. You can also go online to the American Society of Accountants or the American Institute of Certified Accountants, both of which have a directory on their website to help you get linked up with a professional in your area.

Once you find the names of a couple of tax experts, take action now and give them a call. Ask them if they're taking

on new clients. What their availability is. What their fee schedule is. Do they charge by the hour, by the form, or a flat rate? Do they have a niche or a specialty for which they provide tax services?

You can find a full list of questions to ask them on the website for the American Institute of Certified Public Accountants. Be sure to research this professional by checking with the Better Business Bureau, the State Boards of Accountancy, or even googling their name for some potential online reviews.

Everyone wants to get their taxes done quickly and painlessly, but here are a few tips of things not to do. Don't agree to pay contingency fees. This means that your preparer



is electing to charge you fees based on your refund. In our industry, that is unethical. Don't procrastinate and do ask questions. Don't sign your tax return blindly. A paid preparer,

by law, is required to sign your tax return and provide their PTIN, but you are ultimately responsible for the results and accuracy of your tax return. Ask questions; insist that they

review the return with you, including all of the schedules before you sign the return.

For more information, visit my website at www.actservices-inc.com

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



Or learn more from her
Video series



A.C.T. Services, Inc.


Certified Public Accountants

- Individual & business income tax
- Tax planning
- Complete business cycle consulting
- Accounting, payroll & financial statements
- QuickBooks training

(317) 280-2277 • actservices-inc.com

DEFINING YOUR AUDIENCE ON SOCIAL

BY LYNNE WILSON



Do you know what your target audience needs? Do you know if the content you are putting on social media right now matters to them at all? Do you know if your target audience is even seeing your posts? Defining your audience will allow you to answer these questions and more!

Defining your target audience is the best first step to building your social media strategy. You need to be clear about who you want to talk to before you can communicate with them!

To create that audience definition, ask yourself:

- » Who is my perfect customer?
- » What are they like? (age, interests, gender)
- » What are their concerns?
- » What do they need?

You may find that you have 2 or 3 distinct audience groups and that is ok, just make sure you

keep them separate. You want to have groups that are very tightly defined.

The better you can understand your audience, the better you can connect with them and give them what they want and need. Spend the time to really describe them and then use that as your filter when making decisions for content. Ask yourself if this is something they would care about or find interesting or helpful. If the answer is no, then don't waste your time or theirs by posting it!

When deciding which social channels to post to, look at where your target customer spends their time. Where are they already? Also think about what types of information your target customer would like to see and how they like it delivered. In some cases your message may be links to articles - which is good for Facebook or Twitter. In other cases you might want to give your content in images - which would be great for Pinterest. Or create videos for

YouTube. Maybe your message is geared towards a particular type of person - like a professional, which would be on LinkedIn or teens on Instagram.

Another strategy is looking at your competitors or people that

do something similar to you. See where they are, what they are doing and what is working for them. Then do your own spin on that!

This may seem like a lot of extra work, but it will pay off,

allowing you to create content that matters to your target audience and posting it where that audience will see it!

To get started, download my Target Audience worksheet at my website.

As a social media consultant, Lynne Wilson helps businesses of all sizes develop and grow an online presence through social media. Lynne's experience includes marketing/advertising on the client side, design work and social media content creation and account management.

Lynne provides ongoing support as well as content and posting services on all social media platforms. This is perfect for business owners who need to spend their time running the business.

Contact Lynne at her website and also on



Or learn more from her
Video series



mix strategy

**social media doesn't have to be hard-
we can help!**

learn more at www.mixstrategy.com



BY LILLIAN ZARZAR

CREATING A TEAM MATRIX

Building a successful team is a challenge when members have worked together previously and know each other on many levels. As a leader you set the standard and the tone for how the team functions. Several strategies are useful to gain cooperation and self-motivation.

A. Conduct informational interviews with the staff. Give each of them a specified period of time to meet with you – ask each the same questions and document the answers.

1. What inspires you about the work you do?
2. What is your favorite task?
3. What talents to you have that are not being tapped?
4. What would make your job more motivating for you?
5. What activities do you enjoy most in your job?
6. What is your vision for this team? Organization? Company?
7. What has been your greatest contribution to the team?

In getting to know team members, you can use their skills and talents more effectively.

B. Use the ideas team members suggest. Even the seemingly insignificant ideas can have tremendous long term impact as long as they are viable and are a reasonable investment.

C. Give the team ownership of the vision or mission. Help them see how they are contributing

to the vision – and reward their successes. Constant reinforcement in letting them know they are appreciated and valued serves you and the team.

D. With a varied team, you have “yes” people and “no” people. Challenge each camp to view a situation from its opposite. For example – those who think nothing works, ask them to figure out how something can work, and what ideas they have to make it work. Those who are so agreeable to everything you ask would do well to be challenged on how something may not be the best idea. After all, your competitor looks at what you are doing and improves on it!

E. Exchange positions for a day. Each will gain a better appreciation for what others on the team are experiencing and accomplishing. They will grow to understand what it takes for each to get the job done. You may discover that someone is in the wrong seat on your bus, and is better suited for another position on your team.

F. Ask them what the higher purpose is that your organization or company is involved in. Avoid stating the obvious: a bakery doesn't just bake cookies, pies, cakes and donuts. The bakery feeds customers at significant times in their lives... weddings, birthdays, funerals, showers, special events, family gatherings, even a quick “pick me up” time of the day. The bakery is present in the customers' lives on a regular basis.

Ultimately, the team works best when each member is used to full capacity, each member is appreciated for the contribution made, and the balance of skills and talents is respected among all. Most importantly, the significance and impact of the team's contributions are acknowledged.

Lillian Zarzar, Certified Speaking Professional, (highest earned designation by the Global Federation of Professional Speakers) offers interpersonal communication insights through thought-provoking sessions as a Trained Demartini Method® Facilitator with the Demartini Institute in Texas.

She is member and past president of the National Speakers Association-Ohio and adjunct professor, Communication Studies, Ohio University.

Zarzar was quoted in Self Magazine, highlighted in Columbus Business First, appeared on Fox 8 Good Day Columbus, and has written articles and books including Conversations on Success.

Connect with Lillian online at The Zarzar Group and on



Or learn more from her
Video series



Lillian Zarzar, CSP *Your Personal Wordsmith!*



YOUR MISSION • OUR VISION

*Do you want to speak with greater
confidence and credibility?*

I can help you...

Call me today! 614-486-5523

www.lillianzarzar.com



THE ONE SURE WAY TO LOOK TOTALLY COMPETENT!

BY JOAN WASHBURN

EDUCATED
EXPERIENCED
EXPERTS
COMPETENT
ACCURATE
ASSISTANCE

A new report released by researchers from Harvard and Wharton Business School found that, though many people are afraid to ask for advice or support and risk looking incompetent they've actually got it backwards! People who seek advice or support are likely to be thought of as MORE COMPETENT, at least by the people they're asking.

And yet, we often insist on doing it alone? "Doing It Alone" is simply not getting the help or support we need. The definition in the dictionary for the words "help" and "support" are very similar: "Give assistance to, lend a hand, or providing encouragement". However, our brains process each of these two words quite differently.

Most of us share the myth that if we accept "help" we -

- diminish our achievements,
- don't deserve praise for our accomplishments,
- need a crutch.

Have you ever heard yourself say:

- "Everyone's too busy to help me right now anyway."
- "If you want a job done right, do it yourself!"
- "Asking for help will make me look stupid or incompetent."

Replace the word "Help" with "Support". We now know that by seeking support we're likely to be thought of as more competent (Researchers at both Harvard and Wharton can't be wrong!).

Here's a definition of support for you to consider: "Support is to be actively interested in and concerned for the success of others."

We usually know how to give support. Are we willing to actively seek it?

A colleague recently told me that she vividly remembers the moment she woke up to the fact that she wasn't letting support into her life. She was carrying her easel, her flip chart, a briefcase and purse headed to do a workshop and this gentleman offered to open the door for her. She said, "Oh, that's ok, I've got it." At that moment a lightbulb went off! She saw where she had not been letting others support her in most aspects of her life. She said to me - "I don't do that anymore!"

In life we need support to move forward when our doubts and worries are getting in our way of progress. This requires that we locate people from whom we are willing to seek encouragement. We are generously allowing this person to make a significant contribution in our life. By working together, both benefit. This mutual support amplifies our own natural courage, faith, confidence and competence.

You don't have to do it alone! Here are 3 simple steps you can take to become masterful at giving and receiving support.

1. Look at support from the "Givers" perspective.

Begin to see the value to the other person of asking them for their support.

2. Seek out opportunities to access other's expertise.

Begin to notice the resources and opportunities that are all around you!

3. When someone offers you support, accept it!

Even if you know you can do it yourself, that's not always the point. It's often about making a connection with a fellow human being.

Margaret Wheatly, American writer and management consultant, sums it up in this way:

"When we seek connection, we restore the world to wholeness. Our seemingly separate lives become meaningful as we discover how truly necessary we are to each other."

Successful people have cultivated rich relationships. They are masterful at giving and receiving support.

Mastering this life skill will make your life so much easier! I promise!

To learn how working with a life coach can support you in reaching your goals with clarity, focus, ease and grace, [CLICK HERE](#).

I'd love to support you!



Or learn more from her
[Video series](#)



Joan Washburn coaches busy professionals to reclaim a sense of order and balance in their life—to essentially bring "calm to chaos" if you will.

When we are overwhelmingly busy, more often than not, our priorities fall victim to circumstance. Her ultimate goal as a coach is for her clients to break free of what is not working for them, discover what they really want for their lives, then support them as they make it happen!

Connect with Joan at Washburn Endeavours and on



Coaching, Workshops and Trainings for Busy Professionals

Get the Tools and Skills you need for Success

"Joan is an excellent coach, oozing with a fabulous mixture of compassion, wisdom and good humor. I highly recommend her coaching, workshops and trainings to anyone who is looking for new tools to use to deal with the challenges of life. You will learn new skills by using coaching tools and begin to take action in your life in lots of new ways!"

-Penny Kowal PhD

[Click Here to schedule a Complimentary Strategy Session](#)
jw@washburnendeavours.com

IS HOLIDAY STRESS INEVITABLE?

BY DEITRA HICKEY



Though it may seem as though holiday stress is inevitable, in actuality, you are in control of your stress management. I admit, the holiday season brings a whirlwind of gift-giving tasks, in-your-face-marketing, holiday parties and activities galore and it all begins earlier and earlier each year which often makes us feel less and less prepared.

While this season is meant to bring feelings of love and cheer, it's also the harbinger of holiday stress for many. In fact, the research shows that more than 80% of us find the holiday season to be "somewhat or very stressful". So how do we avoid wanting to pull our hair out and instead, bring the joy back into the holidays?

First, we need to identify what causes our holiday stress as it may look different among individuals. Finding out what triggers your holiday stress is the

first step towards implementing change.

Most people stress because they are Doing TOO Much

Prioritizing what needs done and what you desire to complete is imperative. If you have too much on your plate, even enjoyable activities can leave us feeling frazzled rather than fulfilled. For example, if you usually become overwhelmed by a flurry of baking, caroling, shopping, sending cards, visiting relatives and other activities that leave you exhausted by January, you may want to examine your priorities, pick a few favorite activities and really enjoy them, while skipping the rest.

Eating and drinking too much

Remember, everything in moderation! With all of the holiday parties and gatherings, we tend to eat and drink more than normal as the holidays approach. Not only does an

over-indulgence make us feel sluggish after the fact; weight-gain during the holiday months is extremely common and it often adds to our guilty and stress-related feelings.

Spending and shopping too much

Finding your balance with spending may also help with your holiday stress. I am not necessarily referring to simply the financials (even though going in debt doesn't help with stress levels) but rather, the abundance of time it takes to purchase gifts for all of the people in your lives. Consider focusing on the children and having a conversation with friends and co-workers about doing a holiday lunch or dinner together in lieu of exchanging gifts. Or, putting your money together to donate to a charity or sponsor a family. Both of

these options free up your valuable time and energy with a reduction in list making, shopping, wrapping, and spending. You will be surprised at how many people will thank you for bringing this option to their attention. You will not only

free up your time but also theirs!

You are in control!

The great thing about holiday stress is that it's predictable. Unlike most stressors in our life, the holidays have a basic time-frame with a decent amount of consistency of tasks and

commitments. We can make plans and implementations to reduce the amount of stress we experience and the negative impact it has on us. *The holidays offer so many beauties and blessings and you deserve to capitalize on all of them!*

Dr. Deitra Hickey has a passion to help others find balance and reduce stress through her motivational speaking and wellness professional developments. She enthusiastically brings humor and real-life analogies to her audiences in a powerful, relatable manner. Deitra developed strong will and resilience early on by taking care of two paralyzed parents after witnessing both of them being shot. Deitra dedicated her life encouraging others to capitalize on life's challenges to reach their maximum potential.

Connect with Deitra at her business, Serenity Health and Wellness Center, her website and on



Or learn more from her
Video series



- Massage
- Yoga
- Skin Care
- DeTox
- Acupuncture
- Colon Hydrotherapy
- Hypnosis and more...

Serenity



Health & Wellness Center

1685 Lance Pointe Drive • Maumee
Outside of Arrowhead Park

419-891-2181

www.SerenityHealthMaumee.com



FIND OUT WHAT CREATES RESULTS

BY ROCHELLE FORREST

Thoughts become things is part of the recipe for success. Faith/thought without action is dead!

Thoughts help to create clarity of your vision. But, the next step is putting your vision into action. Many people fell in love with The Secret... so they sat around and daydreamed of all the riches they desired in this life. However, when results didn't magically happen, many people got frustrated and went back to their old ways of thinking. How about you? Do you believe in The law of attraction? That things in motion stay in motion?

It's true that the Power of Thought is where all creation begins---it activates the co-creation process. If you are not clear on your vision in your mind and the results that you want... you will never achieve them. Wallace Wattles' stated

"By thought the thing you want is brought to you. By action, you receive it."

Most people I serve have done a lot of thinking and waiting. Waiting for timing, money, life change! Stop

waiting! What is one action you can take towards your vision? Only your action will result in living, breathing reality!

Write down your desire. Visualize it and then write down the actions steps to get you there. What can and will you do today to receive your results? Send a note on Facebook? Make a call? Share your dream with someone? You never know what precession you are making by your movement.

Faith without action is dead. **So begin now.** No matter what tiny step you take... it moves you towards your desire. Thinking, action + Faith = miracles and brings dreams into reality. So it is...

“
*By thought the thing
you want is brought
to you. By action,
you receive it.*

”

Holistic Transformation Coach, Author, and Motivational Speaker, Rochelle Forrest, R.N., encourages individuals to step fully into their soul purpose and live their full potential. 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 that can light your path.

Learn more at her website and the website of her philanthropic endeavor, Tummies, Minds and Spirits. Watch her video series. 

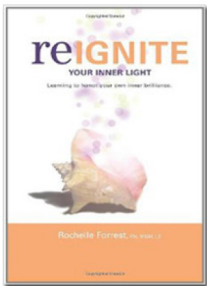


“You are missing out on far too much joy by living less than your full potential. Let me help you find your way to health, well-being and your soul's purpose.”

To take a **Deep Dive** to uncover and connect with your own inner brilliance, contact **Rochelle Forrest**, Holistic Transformation Coach
rochelle@createhealthnaturally.com

Go to:

<http://rochelleforrest.com>
and grab your **FREE** copy of
the eBook version of her book,
Re-Ignite Your Inner Light!



Words of Wisdom to *Soar to Success* in 2016 Summit!

Grab Your Virtual Seat Today!

We know you are busy; so are we. This is not your ordinary telesummit that features experts providing lengthy training sessions. **NO!** Our program features 20 business experts over 3 weeks that will give you their **BEST slice of wisdom**, in the form of a one minute or less video, to propel your business higher than you've ever imagined.

Here's how it works: Once you register, each day, from Nov. 30 - Dec. 18th, you will receive an email with one of our expert's words of wisdom video, along with information about their free gift.

There's no expiration on the videos, no long webinar to watch and no fee to capture the information at the end, you'll already have it!

Visit **The Expert Hub Online** for more information and to register.

It's our Holiday gift to you. Get Registered TODAY!





3 TIPS TO ENJOY THE HOLIDAYS AND AVOID THE HOLIDAZE!

BY JAMIE SUE JOHNSON



How do you handle the stress and strife of the holiday season so it does not turn into the HOLIDAZE? Following are some tips to avoid the HOLIDAZE during the holidays.

Why does it seem to be a stressful time of year during the holidays? What are we doing, believing or creating for ourselves that has this be the Holidayze, versus a time filled with celebration, thanksgiving and joy?

Here are 3 tips to shift to the gift of the holidays so they don't become the HOLIDAZE.

1.

SHIFT TO THE GIFT TIP 1: Dream it. Talk about the holiday time with your family and loved ones. Share what you want to have happen, ask your family members and your work team. What experiences do you want to have? What are the memories you want to make? What about going ice skating? Sharing what you want is important way to build a wonderful holiday season.

2.

SHIFT TO THE GIFT TIP 2: Design it. Talk about the commitments, set the expectations and talk about where you all need to go and what you all need to do. Do you need a babysitter or help cleaning? This is a time to share the load. So ask for assistance.

3.

SHIFT TO THE GIFT TIP 3: Do it. Be here and now, that is why we call it the present. Get the gift of the season. Being present in the now has power and peace in it.

Share the gift of the holidays. Come on Dream it, Design it and Do it. Do what makes you happy – as the joy is the reason for the season – the gift is in the present along as you LIVE IT.

Enjoy these additional Holiday tips on Live it! And enjoy the holiday season.



Or learn more from her
Video series



Jamie Sue Johnson is a certified professional coach, certified professional coach trainer and certified laughter yoga instructor.

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, business coaching sessions and laughter yoga classes that provide energy, creativity, inspiration and most importantly accountability so you get the results you want.

Connect with her at her website and on



DO IT.
Action Steps to LIVE
the Life You Love



**Are you ready for
your best life,
to come to life?**

**ENROLL in the Live IT!
Telecoaching Series TODAY!**

Dream it. Design it. Do it.
LIVE IT! Life Series



Knock 'Em Alive!

J2 & Associates

**Contact Jamie Sue Johnson,
Motivational Speaker,
Columbus BizTV Shows Host,
& Executive Coach**

<http://knockemalive.net/>
614-657-8074



LEADERS

IS WORKING WITH A BUSINESS COACH RIGHT FOR YOU?

BY CINDY ALLEN STUCKEY

Leaders and owners, I want you to think, just for a moment, about the biggest area of “pain” or challenge in your business. Is your work/home life out of balance? Or maybe it’s an unmet opportunity that has continually eluded you. Learn how to tackle these “pains”.

One of the things I find absolutely amazing with business owners and leaders is how busy you are. You know what I mean; preoccupied, distracted, putting out fires, chasing things down, playing phone tag, checking emails, and on and on. You seem to be stuck in busy-ness! Don’t get me wrong, I know running a business takes time.

Now, I want you to think about something different. Imagine being able to focus and spend time doing the RIGHT things in your business, instead of being too busy filling your day with things you think you need to do or feel more comfortable doing. That

looks and feels a lot better, doesn’t it? But as long as you’re stuck in busy-ness and working “in” your business instead of “on” your business, you’ll never find the time to address your biggest challenges.

How do you move from busy-ness to having the time to address your biggest challenges? By working with a business coach. A coach helps to free you up from working “in” your business so you can make the time for working “on” your business. He or she sees your business from the outside in, challenges your mindset, and is a sounding board to bounce your ideas off.

Having a business coach gives you a decided, competitive advantage in the marketplace over other businesses in your industry. There are always so many things you could, should, and would do in your business if only... The coaching structure of accountability insures that the things you need and want to get done in your business, actually get done.

Is working with a business coach right for you? Here are 7 statements to help you decide:

- 1. You have no personal life—your business owns you.**
- 2. You have lost sight of where your business is going and why.**
- 3. Your business does not generate profit to justify your efforts.**
- 4. You want someone to provide objective feedback to you.**
- 5. You need a sounding board to talk about the things that are bothering you.**
- 6. You need to take on a different level of responsibility and be held accountable.**
- 7. Your business is already good and you recognize it’s going to take that extra bit of effort to be outstanding.**

Do you want to focus on ensuring your future business success? Then you need to get started with a business coach now!



I invite you to take a moment and go to my website for a complimentary white paper "My Company Owns Me".



After many years in the business world, Cindy Allen-Stuckey, founded Making Performance Matter (MPM) to empower business owners and leaders to achieve sustainable high performance. She does this by providing strategy planning and execution; business and executive coaching; and facilitation and leadership development. Cindy is certified in Human Performance Improvement through Association for Talent Development, is a Certified On-Site Extended DISC Facilitator, and is a Certified Results Life Coach. MPM is a National Certified Women's Business Enterprise (WBE).

Connect with Cindy at Making Performance Matter and on



Or learn more from her

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

<http://makingperformancematter.com>

cindy@makingperformancematter.com

812-269-8676



LET'S GO FISHING

THE 3 THINGS YOU NEED TO KNOW TO CATCH A BIG ONE!

BY JACK KLEMEYER

This is not going to be your typical fishing story. This article is about fishing for a whale and not the kind that lives in the sea. A whale is the type of client that can make a significant positive impact on your bottom line.

There are only three strategies you need to know to get a whale.

1.) You can fish in a small pond. This means you would be using a direct hit list to search them out individually.

2.) You can use a wide net. This is place strategy and you look for them where they hang out.

3.) You can use a wide net and attract them to your bait. This is lead generation.

However, before you embark on any of those three strategies, you first need to define what a whale is for you. Who, specifically, is that type of client that will make the significant positive impact on your business's bottom line and more profit in your pocket?

As you define your whale think of all the things that type of person/company would be like. We'll use a person for illustration purposes.

Create a target customer intelligence report. In other words, create a picture of your whale. How she thinks, where she hangs out, who she associates with and why, what vocabulary she uses. In more formal terms, demographics, psychographics, emotional background, current state of mind (her opinions), etc.

I see your eyes rolling up now and hear you saying, "You've got to be kidding, all this work?" My answer is an emphatic, **"YES!"** If you want to catch a whale you cannot just take off in a row boat with a jar of tartar sauce and expect one to just jump in your boat. It is work, but to me, it's fun work. I learned this from one of my mentors, Dan Kennedy. Dan is known for his effective copywriting. His copywriting is so effective that his sales letters consistently attract and land whales for his clients.

The key to writing those successful letters and scripts, according to Dan, is his ability to get in the target customer's head and see what he sees, hear what he hears and feel like he feels. It is the strategy that matters and that's what you have here – **the strategy.** One simple place to start is with the acronym FORM – that is Family, Occupation, Recreation and Money.



One last thing to remember is that whales do not want to know how to do what you sell; they want to understand it and know for certain that you know how to do it.

Get busy. Select the strategy that should work best for you and your type of business. Then, implement it and refine it to get you closer to catching your whale. Contact me if you need any help with this process.

Grow Your Business™ Coaching founder Jack Klemeyer is recognized as a preeminent resource for business professionals. As a John Maxwell Certified coach, speaker, trainer and facilitator of Mastermind groups for business owners and professionals, his results-driven philosophy calls for action and accountability. He and his Grow Your Business™ team are dedicated to taking businesses and their owners to the next level. Jack can be reached at Jack@GYBCoaching.com or at 317-755-6963.

Connect with Jack at GYBCoaching.com and on



Or learn more from her
Video series



POPULAR BUSINESS COACH & CONSULTANT

Jack Klemeyer

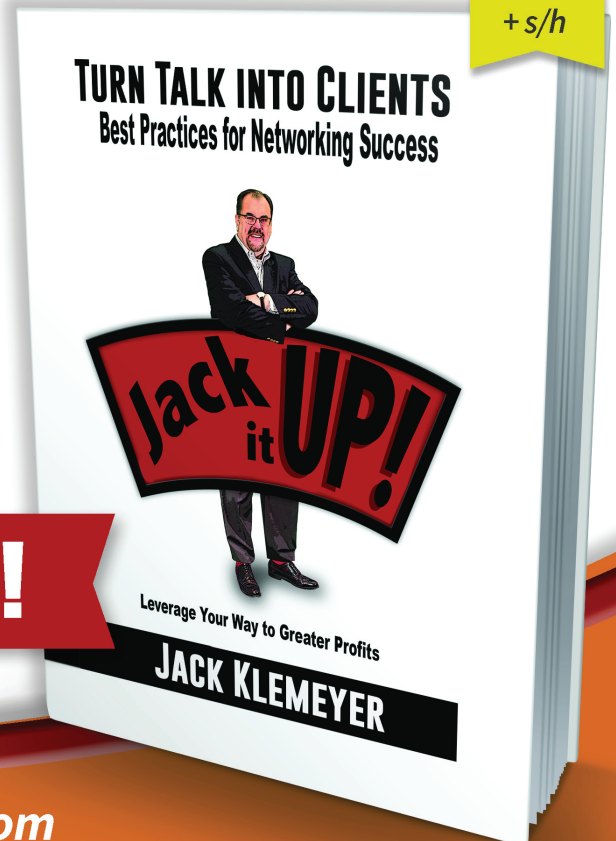
shares his proven strategies for using networking to build the business you've always wanted.

LEARN HOW TO:

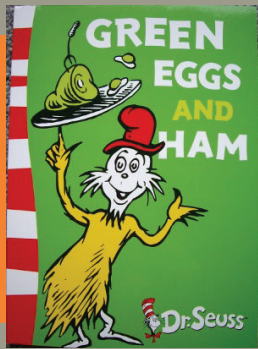
- Choose and prepare for events
- Navigate events
- And a step-by-step follow-up system to...

TURN TALK INTO CLIENTS!

Only
\$10
+ s/h



Visit us today at: www.gybcoaching.com



SALES STRATEGY BY DR. SEUSS

PERMISSION HAS NO PLACE IN THE SALES PROCESS...
PERSISTENCE AND PUSHING ARE THE SALES PROCESS!

By The Merit Group

For argument sake let's say Sam is the greatest sales person of all time. In fact the Sam I am thinking of is one of the greatest salespeople of all times. Initially, Sam is no different than any other salesperson in that he presents the product he is selling. Take note: Sam did not ask permission to present his product he simply made the presentation without making the request to do so. Had Sam asked permission he would have given the prospect the opportunity to say NO. Permission is defined as: authorization granted to do something; formal consent.

Most salespeople will agree that it is a rare occasion that the prospect is immediately impressed by a dynamic presentation or enthused to purchase the product or service being offered. If it were, cold calling would be the favored tool of all salespeople instead of dreaded by many. Sam in fact was rejected, but his persistence afforded the prospect alternatives and solutions to facilitate the process. Successful persistence is characterized by several techniques:

- **Research Based** – Each time a prospect puts up a wall they give you the opportunity to learn something new about their needs. Return with a revitalized approach to demonstrate your confidence to be the solution to their problem.
- **Value Based** – Customers purchase on price as it is related to the value demonstrated to them. A prospect that rejects their purchase solely on cost has not been afforded the value of the proposition.
- **Managing Customer Expectations** – Overselling products/services compromises the integrity of the salesperson and the company.
- **Objective focused** – Keep in mind a long-term relationship is the ultimate goal. Mutual respect and a positive rapport with the customer are the ingredients to building that relationship.

- **Contact Variability** – Face to face is not the only form of persistence. In the technological age we live in the salesperson must utilize all opportunities of technological advances to keep them at the forefront of the prospect's thought.

Once the salesperson has determined that all avenues have been exhausted without the prospect's commitment and the relationship has developed over time, "Pushing" to finalize the sale is imperative. Pushing resembles persistence in that it must always be inspired by innovative solutions, but it always ends as a request to finalize the sale. Sam exhausts every alternative imaginable and each time he "pushes" his prospect to buy.

- **Objections must be met** - No one will purchase if they have a legitimate concern that isn't met. This takes digging deep to resolve their problem.
- **Focus on the solution not the problem** – The problem is a negative for the customer so the solution should always be where their focus is guided.
- **Narrow the Options** – Don't assume they will arrive at your solution to their problem. Guide them to the solution that you are proposing.
- **Product/Service Demonstration** – Whenever possible sampling a product or service can often be the final closure to the sale as it was in Sam's case.

You might have figured out by now that Salesman Sam, referenced here within is the character from the Dr. Seuss book, "Green Eggs and Ham". In fact Sam practiced Persistence 20 times in this children's book and Pushing was evidenced 11 times when he directly asked for the order. The final strategy used was product demonstration, which finalized the sale of Green Eggs and Ham for Sam the Salesman. He NEVER requested permission, only for the prospect's purchase.

If you would like support building YOUR Sales/ Sales Team Process we are we are eager to team together with you to get the results you desire. Visit our website at www.themeritgroupindy.com or call 317-805-4896 today!

LOOK FOR MORE SMALL STEPS THAT PRODUCE **BIG** RESULTS!

Shamara Cox has worked with businesses partnering in strategy, technique and implementation. Shamara is the proprietor of Shamara Cox LLC, Partner at The Merit Group LLC, CEO of BLING Sorority and Founder of Pressed Oil Life Ministries, Inc.

Terry Dove Pittman was Authentication Deputy for former Indiana Secretary of State Todd, where she acted as International Liaison/ Special Deputy between the State and many foreign embassies and foreign nationals. She is a Partner in The Merit Group.

Connect with them at The Merit Group Indy and on



Or learn more from her **Video series**



Are you ready to transform your business?



Put Your Business Goals On The Fast Track Through Our Innovative Business Engineering System!

- Create Proprietary Programs
- Create a Strong Sales Process
- Communicate Your Brand Effectively
- Breakthrough Business Barriers

9465 Counselors Row, Ste 238
Indianapolis, Indiana 46240

317.805.4896

info@themeritgroupindy.com

www.themeritgroupindy.com

THE MERIT GROUP LLC

Strategic Planning.
Business Development.
Brand Communication



MISSION

THE ONE PAGE PLAN ARTICULATING YOUR MISSION

BY MEGAN PATTON

Last month, I introduced you to the One Page Business Plan, and shared specifically about the Vision Statement.

I hope you had some time to try drafting a Vision Statement! I'm happy to help you refine it if you contact me via email.

So, now that we have a vision statement, what's next?

The Mission Statement is what's next. In traditional business planning, I knew many clients who got confused, who kept asking the question: "how is a mission different from a vision?", and many people have a hard time articulating their mission. Here again, let's take a more simple approach, and have the mission statement answer another question. This time, the question is, "Why does this company exist?" Who are you helping, and what is the goal or benefit of your products or services?

Think about the following: What key customer needs are we serving? What is our key competitive edge or other unique quality that we have in serving those customer needs? What promise are we making our customer? And finally, what are we known for?

Going back to the example we used last month, the ABC Window Company, they chose a mission statement that sounds a



bit like a tag line. This is a great response! In their case, the mission statement reads: Bringing you Light, Air and the Beauty of Nature! This states exactly what they are promising their customer, and answers a customer need. It is simple, fun and memorable!

Want to give it a try? Remember to answer the

question, "Why does this company exist?"

For more information on the One Page Business Plan, check out my web site at www.odastrategy.com under Business Planning. I'd be happy to talk with you about getting YOUR business plan completed and ready to serve as your roadmap to focus and thrive!

Megan Patton is a business strategist who has been a management consultant, trainer and executive coach for most of her career. She spends her time working with individuals, companies and non-profits to help define and implement strategies that enable peak performance and growth.

Megan is also a licensed affiliate of The One Page Business Plan Company. Megan is a strong believer in lifelong learning, and continues to take classes on a variety of subjects.

Connect with Megan at ODA Strategy and on



Or learn more from her
[Video series](#)



Megan Patton, Managing Partner

Helping small businesses focus and thrive.

ODA STRATEGY

mpatton@ODAStrategy.com

ODAStrategy.com



JUMP ONBOARD THE BIGGEST TREND IN MARKETING IN 2016 DON'T MISS THE VIRTUAL BOAT

We are witnessing and participating in an age of dramatic change in the way consumers interact with both large and small brands. Traditional marketing is dying because consumers now hold the power. They use ad blockers, DVR's and satellite radio to avoid being bombarded with unwanted information. In fact, it's been said that the leading marketing trend next year will be the maturing of the age of ad blocking.

So what's the answer for 2016?

CONTENT MARKETING.

More and more companies are realizing that it's time to shift our perspective; rather than interrupting our prospects, we need to meet them on their terms. Our role as marketers is now to provide helpful information that solves their problems or answers their questions in a manner that allows them to access it when they are ready, not when we say they should.

Video is the future of content marketing.

Content video marketing means creating a consistent series of videos throughout the year and making them available 24/7. The facts are clear, consumers believe video more than the written word; so when they are seeking information, they choose watching a video over reading a blog or article.

Some of the benefits that early adopters to this marketing strategy have realized are:

- Consumers get to know and like the brand or individual small business owner, which speeds up the sales cycle, because people choose to do business with those they know, like and trust.
- When the content video series is educational, as it should be, consumers perceive the business as not only knowledgeable, but helpful and interested in solving their problems.

- Most companies aren't using video yet so those that do stand out from their competition and increase their market share.

In order to receive these benefits, here are some things to keep in mind.

- 1. Video length matters.** The consumers of today have short attention spans so you must hook them in the first ten seconds and then deliver engaging, meaningful content. This can be accomplished with short videos of three minutes or less.
- 2. Deliver quality content.** Know your target audience and provide them with new, useful information. Think about the value add to the viewer; what does the video help them do.
- 3. Have a strong call to action.** Give the viewer a reason to engage further. However, remember, the savvy prospects of today do NOT like commercials so the minute a video starts sounding like an ad, they leave. Build their desire throughout the video and they'll take the next step.
- 4. Maintain brand integrity.** Content videos are an extension of a brand, so make sure the quality of the production meets the standards of the company brand and that the spokesperson is authentic and approachable.



Small business owners are the big winners in the marketing revolution that's taking place now. A well-conceived content video marketing strategy, combined with the many options for quality inexpensive video production, makes it possible for small business owners to get onboard and receive the same benefits that

were only available to larger brands back in the heyday of interruption advertising.

The future of content video marketing is NOW. To keep prospects in their virtual seats and build a deeper relationship ahead of competitors, implement content video marketing in 2016.

Pat Altvater of AFP Marketing LLC specializes in helping her clients gain visibility for their business, especially with the use of content video marketing. BizTV Shows® with locations in Toledo, Indianapolis, Columbus and NE Ohio as well as Soar to Success magazine are brands owned by AFP Marketing LLC.

Pat is the author of Choose Success - *Ignite the Power Within*. When you need video script writing or editing, on camera critique, video filming and editing, or strategy related to content video marketing, contact Pat at pat@afpmarketing.com, at her website and on



Or learn more from her

[Video series](#)



Why Join It Works!

“

In my 30 year career of Medical Technology I knew there was something else that was calling my name. At the age of 55, I took a GIANT leap of FAITH and left my solid 30 year career. In 10 months time, I become a DIAMOND distributor for IT WORKS GLOBAL.

YOU CAN TOO!



Join the Party: IT WORKS is all about FRIENDSHIP, FUN, and FINANCIAL FREEDOM. **ONE TEAM, ONE MISSION.**

Get started **TODAY**, call me: Julie Hauger 765-265-4336
julieannhauger.myitworks.com



B.I.G.

The Business Impact Group



**Secure
your
License
TODAY!**

Become a Business Impact Group Licensee

- ✓ Build Your Business
- ✓ Grow Your Network
- ✓ Showcase Your Expertise

With your own BizTV Shows® Online channel and as the leader of your Business Opportunity Network chapter, it's like getting paid to share your expertise and receive business referrals.

For a minimal investment, you can provide local experts an opportunity to expand their visibility and showcase their expertise online using video as well as showcase your coaching skills leading one or several networking mastermind groups.



A BIG opportunity for you!
Earn residual income while providing local business professionals avenues to gain exposure, credibility and referral partners.

Contact Pat or Diane Today

Pat@BizTVShows.com

Diane@SeizeThisDay.co

Our Favorite Videos



Tax Savings Strategies for Personal Income Taxes



Business Owners: Vision, Mission & Values, The Real Deal



Tips for Successful Content Marketing



This is A Test: Are You Passing?



Use Image Quotes to Boost Engagement



Small Steps to Dealing with Big Problems as a Team



Is the Cloud Right For Your Business



Why Are We So Hard On Ourselves



The High Level Skill Successful People Master



What Is Your Drug of Choice



Crafting Your Speech, The Components



The One Page Plan: Crafting Your Vision



Social Media Basics



Build Your Reputation in 3 Media Outlets



SOAR to SUCCESS

COPYRIGHT 2015. All Rights Reserved.

MAGAZINE