

SOAR to SUCCESS

February 2016

MAGAZINE



ERIC J. WATTS
LIVES HIS PASSION
EVERY DAY

5 WAYS
TO BUILD VALUE
NOT WORK

PLUS:

- + Weed Your Own Garden First
- + Don't Sell To Grow Your Business
- + Balancing Personal and Professional Lives on Social Media
- + 6 Things To Learn From Squirrels In The Road and Nik Wallenda
- + Use The Success Lens To Become a More Powerful Communicator

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PAT ALTVATER



Being An Entrepreneur Has Ups and Downs

This month I truly enjoyed the time I spent interviewing our featured expert, Eric J. Watts. Be sure to read our article about this inspirational guy; I also encourage you to take a listen to the recording of our interview. One of the things we discussed was how most entrepreneurs experience hills and valleys in our businesses and the importance of using what Eric calls the “Gambler Theory,” to know when to “hold ‘em” and “when to fold ‘em”.

I’ve seen some entrepreneurs think that a down cycle is a definite sign from the Universe that they weren’t meant to be an entrepreneur. So they fold’ em. However, it could quite possibly be a sign from the Universe that there’s something to learn from the situation. Hence maybe “holding ‘em” is a better strategy. The one thing I’ve noticed from the ups and downs is that the length of the down period is controllable by attitude, tenacity, action and determination to uncover the learning.

I hope that you find inspiration, motivation and knowledge from the articles in this issue and don’t forget to take advantage of the links provided.

Pat Altvater

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BizTV Shows

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ERIC J. WATTS

LIVES HIS PASSION EVERY DAY

“WHEN PEOPLE BEGIN TO LIVE THEIR DREAM THEY BECOME UNSTOPPABLE ~ Eric J. Watts”

Eric J. Watts has built a successful speaking and coaching career by setting lofty goals. He not only talks the talk, but walks the walk in both his personal and business life. His clients can feel his deep passion for his message and how it has helped him achieve.

Eric received his bachelor's degree in agribusiness and applied economics from The Ohio State University and his MBA from Ohio Dominican University. Prior to receiving his MBA, he was employed by BISYS Fund Services (now Citi Fund Services). Eric received his MBA in leadership and business management while working at JP Morgan Chase & Co. He was employed by JP Morgan Chase prior to stepping out of the corporate world to grow his business, WordTalk Productions, full-time. He is currently also an adjunct professor at Ohio Dominican University.

Through WordTalk Productions, his always motivational and entertaining speaking engagements teach people to find the **F.I.R.E.** (**F**ind **I**ntelligent **R**easons to **E**merge) in their lives and leadership. He helps frustrated and discouraged business owners, as well as, organizations, identify what matters most to them to fulfill their passion and purpose.

His desire is to help others succeed by overcoming their doubts, fears and obstacles that block their path to success. He helps them realize their true potential and accomplish more than they ever thought possible, by "**Belief in Themselves**" which allows them to then achieve their dreams.

Eric shared, "Many people hold themselves back because they don't truly believe in what they are doing or who they are."

He finds this work especially rewarding when he witnesses a client understand that it's okay for them to believe and pursue their dream. It changes their life.

He began his speaking career as a natural progression from his high school days, trying to fire up the team and his days in corporate America leading a sales team.

In presentations and videos, Eric's true passion is evident. His belief in his message is so profound that the viewer cannot help but be moved to evaluate their dreams and develop a higher sense of awareness and enthusiasm to reach their goals.

He also holds certifications with the John Maxwell program. As part of the John Maxwell team, Eric is ready to help every business person from CEO's of large companies to sole proprietors in 'mom and pop' businesses learn to better manage their businesses.

He knows that as a business coach, he does not have all of the answers, but he does know how to ask the right questions to help every client better





understand their personal issues. Then together they can chart a path to keep improving every day.

Eric has set a **GIGANTIC VISION** for himself and his business. His goal is to help produce **one million leaders** in the next 20 years. He boldly states it for all to hear placing value and commitment behind it.

"I want to do this and I'm going to do this on each continent around the world."

As part of this goal, he wants to inspire people, in every age group, to believe in themselves and overcome their perceived limitations to fully realize their dreams and goals.

"I want to help them believe in the possibilities and their capacity to overcome obstacles. I like to say, learn to separate the junk, the funk and the mess, get to the root of the issue, address it and move forward."

Eric knows that success comes with a price. His clients must be willing to put in the work in to achieve.

"Successful people have learned, they must first put in the work. They also know there are very few "self-made-men" in this world. It takes some help, a team and training to reach the top."

As any successful business person knows, to stay on course, you must be able to track results and evaluate your progress. Eric is keeping a record of every speaking engagement and client meeting to reach his goal. He even has one of his assistants monitor every meeting and charts Eric's progress to touch and inspire one million business people.

Being the host of "Speaking Life Into Your Existence" on the Columbus BizTV Shows® Network also helps Eric reach more people and convey his message and passion. In video, his





passion and message cannot help but inspire each viewer.

Eric was frustrated working in the corporate structure in his previous jobs, but is enjoying every second of his life now working with others and feeling the satisfaction of helping them "Soar to Success."

By doing something in his work life that he is passionate about, he is able to embrace life. He has seen the good days and the bad days, but tries to learn from both. Every day can be fantastic and everyone should celebrate for as long as they can.

To learn more about Eric, his work, speaking, and passion visit: www.wordtalkproductions.com

Listen to our complete interview with Eric by visiting the Soar to Success magazine website.

WHAT IT TAKES TO SOAR TO SUCCESS

Eric feels that to "Soar to Success" every successful person must have **#1, FAITH** in both themselves and what they are doing. When everything seems to be going the wrong way, successful people have enough belief in themselves and the tenacity to stick to their path, solve the problems and strive to reach their established goals.

"When people begin to live their dream they become unstoppable."

Successful people also have to have **#2, DEEP UNDERSTANDING** of what makes them tick. They need to spend quiet time away from their smart phones, tablets and computers to reassess and evaluate their actions and assure they are staying on point to achieve their stated goals.

Eric also believes every successful person adheres to his **#3, "Gambler Theory."** He even teaches it to his students at Ohio Dominican.

"Just like Kenny Rogers, every successful person needs to know, when to hold'em, when to fold'em, when to walk away and when to run"

His philosophy of life is that you only get **"one shot."** Few people get a redo at life or achieving success.

"So you've got a choice, opportunity is the ammunition, you get one choice, take it and do everything in your power to accomplish what you've been given to do."

He also believes everyone needs a little help from time to time. Many people fail because they are too proud or embarrassed to ask for help and guidance. His advice,

"You can have all the natural gifts and talents in the world, but if you are attempting something for the first time, you're going to need some help. Don't be afraid to seek direction, It's not a sin."



6 THINGS TO LEARN FROM SQUIRRELS IN THE ROAD AND NIK WALLEDA

BY JACK KLEMEYER

Yes, you are right, it is a strange title for an article, but there is a very relevant message for business owners and entrepreneurs in that silly title. Let me explain.

It seems that lately I have seen the unfortunate squirrel flattened in the street more than usual. Maybe it is because I have been working on this article in my head for some time and maybe it is because the squirrel does not quite know how to cross the road.



You have seen it. Mr. Squirrel decides to run across the road. Maybe it is the thought of all the nuts buried just 30 feet across the asphalt. He begins to run, and then stops. Maybe he thinks there might be nuts closer on his side of the road without having

to risk running across the asphalt gauntlet. Then he returns to the original idea and takes a moment to weigh the risk versus reward and that is when our friend Mr. Squirrel meets Mrs. Michelin, or Mr. Firestone or Mr. Goodyear and that is the end of Mr. Squirrel.

Then there is the story of Nik Wallenda. He, like our dearly departed friend, Mr. Squirrel, likes to cross things. Who knows exactly why, but he and his entire family are famous for it. In contrast to Mr. Squirrel, Nik sets out with a definite plan. He has the contingencies and the what-ifs all planned out in the event there is a wind that blows up just as he hits the midway point, like in his latest crossing of the Grand Canyon. To Nik, there is no such thing as "unexpected." No matter the circumstance, Nik Wallenda is committed. He sees his plan through from the beginning to the other end of the rope.

Here are the lessons for us as business owners and entrepreneurs:

1. Have a plan that includes strategies for the unexpected.
2. Know exactly what you want so when you get there, you will know for sure you are finished or have arrived.
3. It is far better to commit and stick to your plan allowing for unforeseen circumstances.
4. Once you begin, do not look back but appreciate the ground you have covered and benefit from every step.
5. Do not look down. Keep your eyes fixed on the goals you set out to accomplish from the very beginning. Keep your head up and move forward.
6. Hesitation is the death of squirrels in the road and in business. Get moving.

As the late Jim Rohn said, "You can learn from both the beholds and the beware. Choose wisely." Pick the path of Mr. Squirrel and you will be lucky if you make it. Pick the path of Nik Wallenda and you, too, will reach the end of the rope and be ready to step into new opportunities and possibilities.

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.

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REDUCE OR ELIMINATE DISTRACTIONS WHILE YOU WORK FROM HOME

BY HOLLY KILE

Distractions can be heightened when you work from home.

No matter where you work, distractions are something we have to contend with. However, when you work from home, those focus busters can take an even greater toll. To help you stay focused and productive, I want to share with you my top three tips.

The first thing I recommend that you do to reduce those distractions is to plan your day - taking into account times when your home

office might not be so peaceful. When the kids come home from school for example. Creating your workflow to actually work for you instead of against will boost productivity. One of the many benefits of working from home is that you do have some greater flexibility so be sure to take advantage of that to ensure you limit productivity busting distractions.

My second tip is that you need to be sure to communicate your need for quiet surroundings to everyone in your home. Kids

aren't the only ones that can be distractions. Let children, partners and even roommates know when you need to work and what your expectations are. Remember though, just like you expect them to respect your needs, you need to allow them the same. When you say you'll be done, be done.

My final tip for today is to make use of an app designed to help keep you focused and distraction free. There are several out there

but a couple of my favorites can be found at antisocial.com, getconcentrating.com, and focusboosterapp.com.

If you'll implement these three strategies, I can bet that you'll find yourself more focused and therefore more productive. For more tips on working from home effectively, be sure to watch my video series on Indy BizTV Shows® or visit me on my blog at www.hjkglobal.biz.

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.

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DO YOU ACCEPT CREDIT CARDS?



BY JEANNE DEWITT

Do you accept Credit Cards? If so, you need to know about these 4 pitfalls that could lead to lawsuits.

If your company is not fully compliant with the Payment Card Industry or PCI Security Standards, you could be at risk of a serious tangle with attorneys. Now technically, PCI guidelines are not a hard-and-fast set of laws, however, merchants can still face hefty liabilities for not meeting them. Avoid these mistakes to keep your company out of hot water with attorneys:

1. Storing Cardholder Data in Noncompliant Programs.

Many states have laws regarding data breaches and, depending on where you accept cards, you may be subject to many of them. For example, Massachusetts has 201 CMR 17.00, which requires companies keeping any personal data from Massachusetts residents to prepare a PCI-compliant plan to protect that data. If a company then fails to maintain that plan, the business may face state prosecution.

2. Fibbing On The Self-Assessment Questionnaire.

If you have considered tampering with the reports from your company's Approved Scanning Vendor, think again. Time invested now to fix any holes in your data security system could save you big-time from the penalties your company could suffer if there's ever a data breach. The same thing applies to simply "fudging the truth" on self-prepared compliance reports. Even if you think it's a harmless stretch of the truth, don't do it.

3. Not Using The Right Qualified Security Assessor or QSA. Many companies use Qualified Security Assessors to help them maintain their PCI compliance. Every QSA does not necessarily know as much as another, however, it's important to select someone who both understands your business and stays up-to-date on the latest version of PCI Security Standards.

4. Trying To Resolve Data Compromises Under The Radar. You may be tempted to fix

a customer's complaint yourself if they inform you of a data compromise. Not informing credit card companies of data breaches, however small, can lead to you no longer having access to their services. Those credit card companies can then file suit against your company, costing you big bucks in the end.

If you want to find out more about PCI compliance and how to protect your business, please contact me.

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.



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IS THE IRS INSTALLMENT AGREEMENT A GOOD OPTION FOR YOU?

Making Payment Arrangements with the IRS.

BY TINA MOE, CPA

There are many people who owe taxes every year and are not able to pay the IRS in full at tax time. The good news is that if you have a balance due on your individual income taxes, the IRS usually allows you to make monthly payments.

I always recommend paying your taxes in full if you can but, that's not always possible so the IRS will allow you to make monthly payments on your tax debt for as long as 6 years and, depending on the amount owed, sometimes

longer. Keep in mind however, they will charge you penalties, interest and a \$120 set-up fee so, you'll want to pay it off in the shortest amount of time you can afford.

You can qualify for a guaranteed installment agreement if your balance due is less than \$10,000 and you've filed and paid your taxes timely for the last 5 years and have not entered into an installment agreement prior to now. You also must agree to pay the amount you owe within 3

years and you agree to comply with the tax laws while the agreement is in effect.

That means that you agree to get and stay current with your taxes by either paying in through withholdings or quarterly estimated tax payments for the current tax year. If you file next year's taxes and it shows a balance due, you could be considered in default of your installment agreement and the IRS can demand payment in full for both years.

You should also consider less costly options to pay off your taxes such as bank loans or an available credit card before financing your taxes with the IRS. If you do not have other options available to you, then Form 9465 can be used to establish an installment agreement with the IRS and you will usually get a response from them in about 30 days.

If you think you can pay your taxes in full within 120 days, you should NOT use Form 9465. Instead, you should call



the IRS at 1-800-829-1040 to establish your request to pay in full. This will avoid the \$120 set-up fee and still give you 4 months to pay off your taxes.

You can also apply online for a payment agreement if your

balance is less than \$50,000. If you apply online, you will not use **Form 9465** either. Also, if you are in bankruptcy or the IRS has accepted an offer in compromise, you will not use Form 9465. If this is your

situation, call the IRS to get the number of your local IRS office for your situation.

For more information on this and other tax related topics, please 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



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BALANCING YOUR PERSONAL AND PROFESSIONAL LIVES IN SOCIAL MEDIA

BY LYNNE WILSON

Do you do a great job with posting to your company page, but then stay silent on your personal page? Or wonder if you are posting too many personal details? It's a very common question- something every working person struggles with.

People usually say "Well, no one cares what I'm doing on the weekend, or outside of work!"

Actually, they do. They really do. You've probably heard the saying that people don't hire companies, they hire people. It's why "chemistry" with the client is so critical in professional services firms. Why wouldn't you want to pre-establish chemistry with your prospective friends and clients online?

Social media is rooted culturally in showing your real, whole self.

And the truth is that your personal life is **almost undoubtedly** more interesting than your business

life. People would rather hear about the specific things that make you be you. It's what can set you apart from others and it's

what can make people remember you over the next guy.

Now, of course there's a difference between personal and boring. The stereotype of Twitter being filled with updates on what you had for lunch is exaggerated, but the underlying principle is not. When you're tweeting or blogging or updating about your personal life, it should be something that actually reveals a dimension of your life, or character, or belief system. "I ate at Panera" doesn't do that, "Lunch at Panera today, had a great salad and stayed on my diet!" does. It doesn't have to be something earthshattering, just something real and specific.

The things you share also may depend on what your business is. If you're a personal trainer, then your exercise and what you eat is actually very relevant. If you are a coach or consultant, then maybe you want to post which coffee shop you are working out of that day, or what new client you've just met with, or what business book you're reading. The options are endless!

It doesn't need to be a lot. You just want to



make sure you have some of your personal life on your business channels (so they get to know the real you) and some of your business life on your personal channels (so they know about your business and what you do).

Your personal life? Your professional life? It's really one and the same. It might not be

what you want to hear. But it's the truth.

What's interesting about you outside the office? Find something and post it!

Learn more about Mix Strategy and ways that we can help with your social media by checking out our website at www.mixstrategy.com.

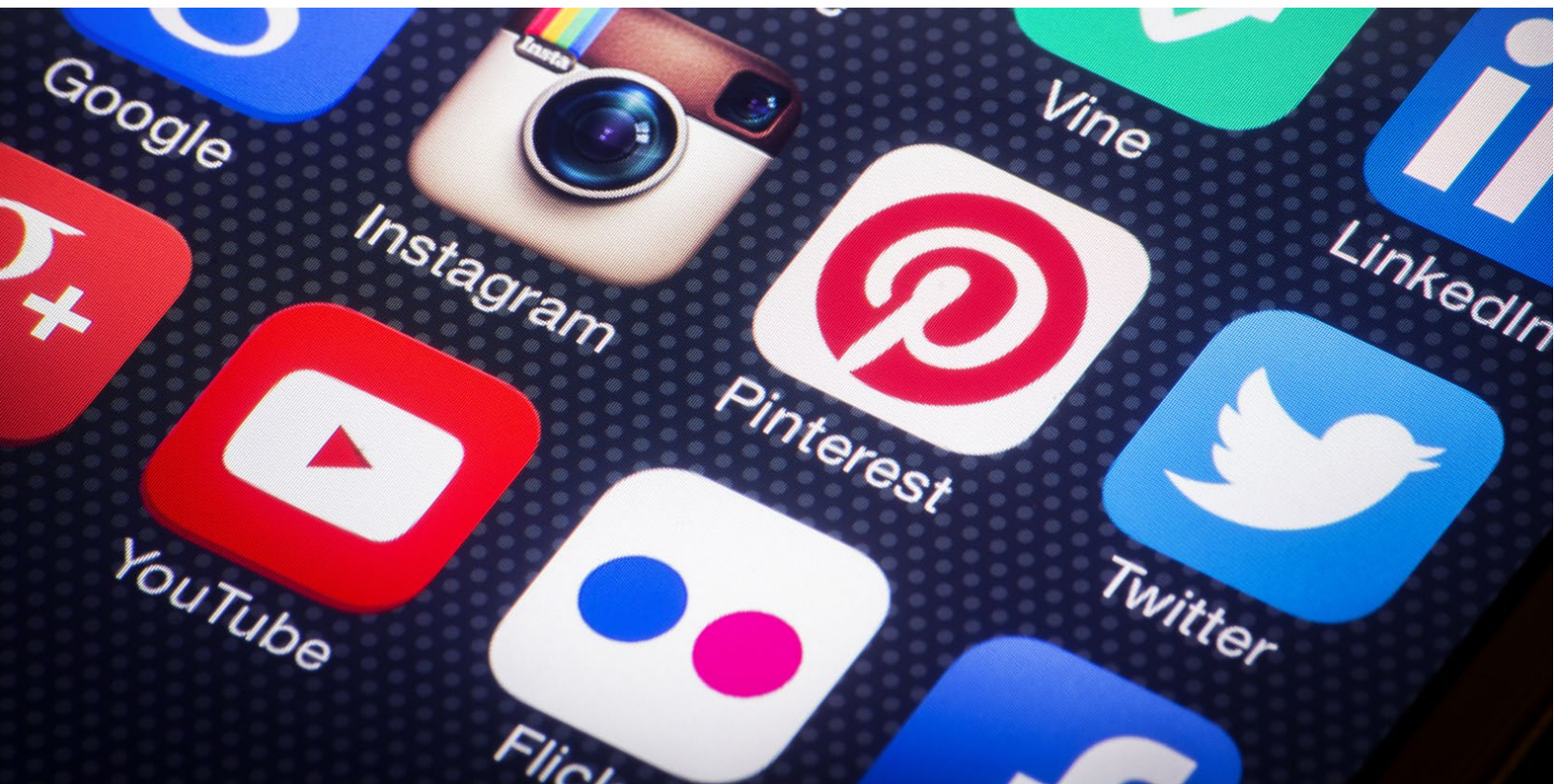
As a social media consultant, Lynne Wilson helps businesses of all sizes develop and grow an online presence through social media. Lynne's experience includes marketing/advertising on the client side, design work and social media content creation and account management.

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



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5 WAYS TO BUILD VALUE NOT WORK

BY MICHAEL KAPLAN



As the owner and leader of your business, your job is to build value in your organization. Taking the long view, the goal is to create a business that you can sell when you want to exit your business. Many business owners sell their businesses for significant money when they retire or move on. Others close their doors and receive nothing for their business.

In order to build a business that has value when you are ready to exit, focus on these 5 areas now:

1. Financial Performance: How is your business performing financially? Do you have good financial records? A budget? A cash plan? Key financial indicators? I am always surprised at how many of my clients do not have these in place when we start working together. Money is the blood of your business and you have to have knowledge of how money flows through your business.

2. Growth Potential:

Are you growing or are sales stagnant? Do you have potential to grow over time? Do you have a good product strategy? Do you have a marketing strategy?

3. Differentiation: Your brand is what people say about you after they buy from you. It is more than your logo and colors. It is the feeling your customers have about your company. Is your brand strong? What is your brand? Are you sufficiently differentiated from competitors? What is your brand commitment? Do you live up to your brand commitment consistently?

4. Customer satisfaction: Are your customers satisfied? Do you meet and exceed your customers' expectations? Do you have a way of measuring customer satisfaction? Do you deliver your product or service consistently? Do you have a quality management system?

5. Owner dependence: Is your business dependent on you, the owner? Would the business still operate well if you went on an extended vacation? Is there a clear vision, a set of values, and an organizational structure that makes the business less dependent on you? Are you systemized so that people are

trainable and processes are repeatable?

Focusing on these 5 areas will help you build a business that has real value. Start with the end in mind and you will have created something you can sell rather than having just created a job for yourself. **Create value, not just work.**

Michael Kaplan is a seasoned business owner with a skill for creating successful businesses, leadership transformations, and personal growth with owners and managers of mid- sized businesses. He has a passion for people development. Kaplan has more than 36 years of experience in sales, business coaching and entrepreneurship. In 2008, he opened his own coaching business, Strategic Solutions Coaching, and developed his business coaching system, GPS (Growth Producing Strategies) for Business™ that gives business leaders a new way to look at their businesses to accelerate growth. As a Certified EMyth Business Coach, he has access to the most comprehensive business development system anywhere.



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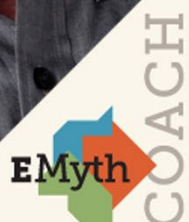
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CAREER TO CALLING



BY ERIC J. WATTS

In 2014, Gallup reported that almost 70% of U.S. employees are not engaged at work. The late comedian George Carlin put it this way, “Most people work just hard enough not to get fired and get paid just enough money not to quit.” Unfortunately, both Gallup and Mr. Carlin, are mostly right about this way of “working”. I’ll go a step further and tell you that I used to be one of the people Mr. Carlin describes.

I showed up on time. I dressed and looked like every bit of the banker that I was. I did the work. But I was not engaged. There are many reasons that people aren’t engaged at their jobs: Feeling unappreciated. Over-worked. Poor leadership. Unfulfilling work. And of course, feeling as though you’re underpaid. Some of those fit my story, but there’s also something bigger at

play. Many businesses in the U.S. are troubled by at least two things.

The first is that many people aren’t lined up with jobs that match their gifts and talents. Their jobs enable them to pay their bills, and handle other responsibilities, but that’s it. There’s no growth. No development. Not even a career. It’s a job.

The second is that people have settled for having a career instead of pursuing their calling. Make no mistake, it’s great to have a well-defined career path. But for some, like me, that was never the way it was supposed to go. Unlike many, I knew what some of my strongest gifts and talents were. They’re exactly what I do in my business now: speaking, teaching, and coaching. So how do **you** go from Career to Calling?



1. DETERMINE YOUR GIFTS AND TALENTS.

This will take some work. Start with tests like **D.I.S.C.** and **Strengths Finder 2.0**. Also, go a little old school and ask friends, relatives, and colleagues what they think your talents are.

2. EXPLORE. TRY DIFFERENT THINGS.

Volunteer to participate in different groups at your job, church, or in your community. This is a great way to help as you discover where you shine!

3. TAP INTO YOUR PASSION.

What are you passionate about? What makes you say, "There should be a change here.?" By answering these two questions in depth, you just may find your calling.

There are more steps to the process, but these three will get you started quickly on your journey to find your calling! Because this is what I specialize in doing for people, I'd love to help you move from *Career To Calling*. Contact me today! I'll walk with and help you as you leap into your life's purpose!

Mr. Eric J Watts is an Inspirational Speaker and Transformational Coach! For nearly two decades prior to founding WordTalk Productions, LLC, he worked for two Top 25 Fortune 500 companies.

In his business, Eric coaches people to become more effective and confident leaders. His experience as an adult education college instructor and Certified Coach, Speaker, and Teacher with The John Maxwell Team have uniquely prepared him to help people transform their personal and professional lives.

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WEED YOUR OWN GARDEN FIRST



BY JAMIE SUE JOHNSON

Are you pulling weeds in someone else's garden?

Wonder what I mean? Let me use this example to explain it. I was focused on a person's problems one day, and I saw a sign that said, "Weed your own garden first." In coaching, I share a practice that when you point the finger at someone, there are three pointing back. Lillian Zarzar amazing communications coach says **"you spot it, you got it."**

So I took that judgment I had about that person, turned it around, and I noticed something interesting. ***Those things that were bothering me about them were things that bother me about me!*** I was mad at myself for a few things, but taking it out on those around me.

The 3rd pillar, in my 5 pillars to

success, is family, friends, and relationships - YUP PEOPLE

So where are you suffering, settling and surviving with relationships in your life? Well, it just might be time, to take some action to shift where the relationship is headed.

For example, I would frequently argue with a family member of mine and so I made a choice not to engage with them any longer, because I did not enjoy it. That's the three fingers back part. Where was I tolerating or suffering, settling, or surviving by taking those calls? And then taking more time to complain about it after the call was over..... what a time waster. I realized I needed to weed my own garden first.

Here are three tips to weed your garden:

A hand wearing a red and grey gardening glove is pulling a green weed from a field of grass. The background is a blue sky with light clouds.

- 1 Look at yourself and ask where are you tolerating, suffering, settling or surviving?
- 2 Ask yourself "How am I spending my time?" Are you in gossip, or in action in your own life?
- 3 Consider where you have a draining relationship and look to see how you can shift it so you can enjoy it or choose another option.



Remember, weed your garden first. Ok now, back to my own garden!

Stop by KnockEm Alive.net to check out a self-evaluation exercise that can support you in identifying weeds you want to get rid of. Download my free e-book Drive your Destiny and use it to design what you really want. My 5 Pillars for success can help you weed your garden and clean up those energy draining relationships!

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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



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USE THE SUCCESS LENS TO BECOME A MORE POWERFUL COMMUNICATOR

BY JOAN WASHBURN



Why are people so sensitive to the cues we give out? Recent research states our brains contain "Mirror Neurons". Neuroscientist, Dr. Rizzolatti whom first identified mirror neurons, says that these neurons explain how and why we "read" other people's minds, including the conclusions they have drawn about us.

Unfortunately, under stress we often see people through a "**Red Lens**", which blocks out anything except the following 5 conclusions:

1. This person will be difficult to work with.
2. This person is blocked or stuck: I need to help them get through this.
3. This person has patterns of behavior that will take a long time to resolve.
4. We will have to work hard, especially if this person is not producing results
5. This person has deficits that need to be corrected.

Given our mirror neurons, how would people react to being seen through a "Red Lens"? Not good.

Here is a more powerful, productive and compassionate "lens" successful people use when working with someone who is having a difficult time. They use the green or "**Success Lens**" - 5 conclusions that support the success of the person:

1. This person has goals and dreams and aspires to be successful
2. This person has his or her own answers: a wellspring of wisdom.
3. This person has a desire to contribute to the workplace.
4. There is something about this person that I can find inspiring.
5. This person deserves to be treated with dignity and respect.

Here's how to implement the use of this empowering tool: during a difficult conversation use questions that begin with "what" or "how". Don't start with "why" because it invites analysis and does not move the person you are talking with forward. Examples are:

- What is important to you about this situation?

- What outcome would you like to produce?
- How can I support you today?
- How would you feel if you accomplished this goal?
- What are you most proud of?
- How will this action you are promising make a difference?
- What matters most to you?
- What are you learning from this? How will this help you grow?

- Are you inviting and allowing other people to support you?

Successful people produce extraordinary results by bringing out the greatness in others. They have mastered the ability to shift their thoughts to extraordinary conclusions about people and about life.

Because in the end our lives are a reflection of the conclusions that we chose to dance with.

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



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"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



SAY A FEW WORDS WITHOUT FEAR

BY LILLIAN ZARZAR

Have you ever been asked to “say a few words” and wondered what to “say”? When you are in front of a group, a meeting, a social gathering or a setting where you are expected to speak, do you find yourself “fear”ful of saying the “wrong thing”? Whether proposing a toast to the bride and groom, conducting a meeting or presenting a paper to a conference, you are in front of an audience.

The audience members think you are going to inspire them, enlighten them, inform them. They anticipate being moved by your words in some way. Are you afraid that you might say something “stupid”?

Your fear is based on what you think might happen because fears are based in the future. You ruminate on what “they” might think of you,

or that you may “lose” your train of thought, or that you will “ramble”.

To minimize fear, implement three steps:

Prepare. Consider the three most important pieces of information to share. If giving a toast at a wedding, talk about three things you know about the couple. In a meeting, pick the three most important ideas or relevant information to impart. Organize the information.



Practice. Write down what you want to say in short phrases and key words. Review it at least three times. The words and phrases help you remember the sentences. Review the information in your head. Focus on your message.





Perform. When you are ready to present the material, say it with feeling and animation. Show enthusiasm, sincerity and speak from the heart. Believe what you are saying.

Concentrate on how you deliver your message with energy and excitement as appropriate.

Whether in a meeting, social group or formal presentation, listeners want to hear your

message. Focus your intention so they hear what you say. Avoid worrying about what they think about you by concentrating how important it is they take away an idea, a solution, or a sense of well-being because of your certainty.

Granted, you may not always have the opportunity to prepare at length; yet the more you prepare, practice and perform, the easier it is to speak when it's your turn to "say a few words."

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



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THE ROLE OF PAIN



BY ROCHELLE FORREST

Pain comes with life, but suffering is optional. Suffering is refusing to accept what is, usually when it's painful. It's easy to accept the things we want, but not so easy to accept the things we don't want. Still, you have a choice—how do you want to be with the things that happen in your life?

We can choose to deny the pain and avoid it. We can try to fill up on substitutes. However, denying pain leaves it stuck in the body—that's how we end up with 'issues in our tissues'. The pain gets pushed into our cells and creates disease and fatigue. Healing our pain means bringing it up out of the body and letting it go.

Re-member: All pain from the past is only a memory! It might have an important message for you, but it has no power over you anymore. As we bring pain up to be examined, the message can be heard, and then it can be released from the body's tissues where it was stored. Doing so rapidly results in greater health and happiness, plus it unleashes a huge reservoir of power that was blocked by the pain.

Depersonalizing pain can help us to release it. When we think the pain is "ours" or "us", we fear to let it go because we feel like we'd be letting go a part of who we are. But pain has nothing to do with who you are! So try repeating these affirmations instead: "I am not my situation," or "This pain is not me," and "I choose to remember my wholeness."

This is a visualization exercise that's very effective for releasing stored pain. Spend a few minutes and write down some times when you experienced pain. Jot down your memories of what happened and what you felt. Be sure to connect with the feeling of the experience—don't just intellectualize.

Now, close your eyes, and without judging or resisting the memories, visualize each memory coming up out of your body and floating in front of you to collect as a cloud. Keep bringing your memory-pain up out of the body and adding it to the cloud. For 5-10 minutes, simply observe the cloud. What does it look like? You

“

Pain occurs because we can't control people, places and things... but we can choose how we want to be with them

”

don't need to do anything with it—just observe it. Is there an image or a message in the cloud? If you keep observing, what happens to it? Like most clouds, it will probably begin to change shape, to dissipate and dissolve. Let it go. See the light shining on it, watch it falling away in wisps, or observe it being blown away by the breeze.

When you are done, write down anything you observed about the cloud.

As difficult as this exercise might be, it's worth it! The fact that you are willing to look at your pain is a sign of massive growth. When done, take a moment to celebrate your freedom from that pain, which will now restore your power and lead you into your true purpose.

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. Also connect with her on



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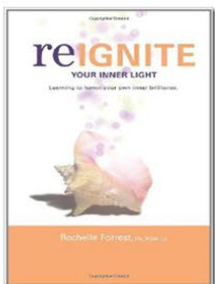


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SUPPORTIVE THERAPIES WHAT'S THAT ALL ABOUT?

BY DEB REIS, NP, MSN



Medical procedures can be brutal on both mind and body. Whether it's recovery from a triple heart bypass or side effects from chemotherapy and radiation, the resulting pain, discomfort, fatigue, anxiety and stress can zap our body's strength and weaken our spirit. Supportive Therapy can help.

As a general definition, supportive therapies are those services or therapies not found in our traditional medical or hospital setting. Many of these therapies are rooted in ancient traditions and practice yet have little research to support their use in our traditional health care. Examples of supportive therapies include **gentle movement therapies** such as Nia, Ageless Grace and Imaginal Body movement, **relaxation therapies** such as Healing Touch, Guided Imagery and Visualization and finally, **essential oil therapies**.

However, many health care organizations are looking at integrating these services into their systems. One reason is YOU, the consumer. It is our patients who are asking for a more balanced approach to their health and healing plan.

In addition, many non-healthcare organizations are reviewing and including these services for their employees. They recognize the value and enhanced productivity with people who are feeling good and able to manage their stress in a healthy manner.

If you are considering implementing these therapies or programs, it is important that you assess for credibility in you practitioner and/or their program. Review the practitioner's education or training. Check their certificates or certification. Many supportive therapy



organizations list their practitioners online.

If you are an organization, know your facilitator. Check their credentials and experience especially dealing with groups of people. You could ask them to give a short presentation to a small group which will allow you to assess their potential fit with your group and mission.

Supportive therapies are part of my personal and professional practice. These therapies have benefitted me and others giving balance, energy and relaxation for everyday wellness.

For more information on Supportive Therapies and/or how to obtain me as a facilitator, check my website.

Debra Reis is a nurse, teacher and author specializing in holistic health and supportive therapies. She is the director and an instructor for the Certification in Clinical Aromatherapy program for the Institute of Spiritual Healing & Aromatherapy and nationally known expert in the area of essential oils for cancer care. Deb is also a Nia Black Belt instructor with current research and recent publication in the area of Nia benefits for women with a breast cancer diagnosis.

She is the founder of the Supportive Therapy Engagement Program (STEP) to assist organizations to implement and integrate supportive therapies into a patient treatment plan for better outcomes.

Connect with Deb at DebraReis.com and on



Watch Deb's video series



The Procedure is Over, But the Pain Lingers On

Yes, the bypass was successful. The chemotherapy worked. The kidney was a perfect match. Does this mean that your job is over?

Modern medicine is truly miraculous. There seems no end to the ways we can cure diseases and repair injuries. But medical procedures can be brutal on the body. Patients are often left with distressing side effects and unpleasant consequences of treatment.



Take the Next STEP for Your Patients

THE SUPPORTIVE THERAPY ENGAGEMENT PROGRAM (STEP) will help you implement or improve a Supportive Therapy program in your institution. Integrating therapies which address side effects of medical procedures is the next STEP toward better total patient outcomes.



DEBRA REIS
RN MSN NP
419-349-1815

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DON'T SELL TO GROW YOUR BUSINESS



BY DIANE HELBIG

Selling is the last thing you should do when trying to grow your business! Don't think that makes sense? Find out what I mean and, more importantly, what to do to really grow and succeed.

When we think of selling we think of persuading, convincing, cajoling. We think of the slick salesman who tries to talk us into something we probably don't need or want. That's why I say, 'don't sell.' Selling is **not about convincing someone** they need what you have to offer.

It **IS** about **matching your product or service to their need**. And until you know what they need, you can't get them to buy. Consider these 3 steps for growing your business.

1

UNDERSTAND VALUE

You have to understand how your product or service is valuable to your clients. And it's value as they see it, not as you define it. If you are unsure, ask them. When you understand how your product is valuable to your client you are closer to knowing who needs it.

2

ASK QUESTIONS

Selling is more about asking questions and listening to the answers than it is about explaining your product. You want to discover as much as you can about the prospect and their needs. This is your chance to learn about them. You'll have time later to tell them about you. This is where most people falter. They go into the sales meeting with their charts, PowerPoints, benefits, and features all ready to go. And the minute they get a chance to talk, they are off to the races. Guess what? The prospect isn't listening. And you aren't learning.

3

CONNECT THE DOTS

Now that you know what they need, tell them only the relevant aspects of your product or service. Connect your solution to their problem. That is what they will listen to; what they will hear.



When you can connect your solution to the prospect's situation you can add them to your client base. You will find it easier to "sell" when you stop selling and start connecting.

Learn more about how to sell effectively at seizethisday.co.

Diane Helbig is an international business and leadership change agent, author of *Lemonade Stand Selling and Expert Insights*, speaker, and host of *Accelerate Your Business Growth* Radio show. As president of *Seize This Day*, Diane helps businesses and organizations operate more constructively and profitably using her expertise in small business, sales, social media, networking, and leadership.

Diane is the creator of the Clarity of Course Sales Training Program and the founder of Business Opportunity Network™, a business referral/mastermind program with chapters throughout the United States.

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THE ONE PAGE BUSINESS PLAN CREATING STRATEGIES

BY MEGAN PATTON



Over the last several months we've been working our way through The One Page Business Plan. Today, we are going to look at creating Strategies.

Within the context of a business plan, Strategies answer the question "How will I grow or build this business over time?" These strategies are multi-year, and aspirational. Strategies set the direction of the company. They define what is being built and how to build it. Strategies establish the business model and define best practices. They also set limits on what a company will and will not do. Finally, good strategies provide a framework for making key decisions.

Strategies provide details into **HOW** something will get done. The goals here come straight out of

your objectives, but add the "how are we going to do this" part. For example, I need to improve my profits. So, my strategy would sound something like this, "Improve profit by lowering overhead, inventory and receivables." I have stated my goal, which is to improve profit, AND stated 3 "hows" or ways I'm going to accomplish that - by lowering overhead, lowering inventory and lowering our receivables.

Another example is on the "softer" side of things, "Build reputation through speaking engagements, posting articles, and client successes". My goal is to build my professional reputation. I will achieve that through increasing my speaking engagements, writing and posting articles, and sharing client success stories."



Most companies will have a blend of “hard” and “soft” strategies to help meet their objectives. Consider adding strategies from each quadrant of the balanced scorecard: customer, process improvement, learning & growth, and Financial. Keep in mind, Strategies are broad statements that describe how the business will be built and what will make it successful over time.

Take some time to think through your own strategies now. 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



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Megan Patton, Managing Partner

Helping small businesses focus and thrive.

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SERVANT LEADERSHIP PRACTICES... THE SAM WALTON WAY!

BY THE MERIT GROUP



“

Servant leadership is the foundation and the secret of Sam Walton's ability to achieve team synergy

Have you studied the lucrative retail giant Sam Walton's business team philosophies to building strong teamwork communities inside business? Michael Bergdahl, former Walmart Executive and current keynote speaker, stated in his book: *What I Learned From Sam Walton: How to Compete and Thrive in a Wal-Mart World*, "Servant leadership is the foundation and the secret of Sam Walton's ability to achieve team synergy."

The term Servant Leadership was originally coined by Robert K. Greenleaf in 1970 when he published an essay titled, "The Servant as Leader." In layman's terms, Servant Leadership escalates the practice of employee empowerment when it's performed with due diligence. Furthermore, organizations that operate utilizing Servant

Leadership best practices recognize statistics of higher employee satisfaction equating to higher levels of employee retention, which also translates into elevated business growth.

Sam Walton developed the *10 Rules of Sam Walton* that he personally followed. These rules also set the bar by which anyone that worked for the retail mogul also had to follow:

- 1. COMMIT TO YOUR BUSINESS:** Displaying extreme passion about anything you value becomes more contagious than the flu, strep throat, or chicken pox. Actions speak louder than words. When coworkers see someone passionate about their work, they will also become more passionate about their responsibilities.

2. ASSOCIATES SHOULD BE TREATED AS PARTNERS:

All partnerships include sharing the profits of the business. No matter how large or small your business is or how large or small the sharing of the profit is to your employees, they will become more vested in the success of your business if they are also sharing in the profitability.

3. CREATIVELY MOTIVATE YOUR PARTNERS:

Money and ownership are merely short-term rewards to your day-to-day partner associates. Determine motivating factors that suit your partners and more importantly your business. Set rigorous goals/competitions with outrageous payouts, change management responsibilities, and always keep partner responsibilities fresh.

4. EXPLICIT COMMUNICATION: Partners should feel like they are given detailed information about the business. The more they understand, the more they care about the business and therefore the harder they work for its success.

5. APPRECIATE YOUR PARTNERS: Again, money and ownership are only one piece of the puzzle. Everyone likes to hear their value to the company.

6. CELEBRATE SUCCESSES AND LAUGH AT YOUR FAILURES: Notice I didn't say point out others failures. That certainly should never occur

except in one on one conversation behind closed doors, but as a business owner, you should never take yourself too seriously. Whenever possible do something silly or funny that will give your partners the safe opportunity to laugh and have fun. Allow them to see the human side of you.

7. LISTEN TO YOUR PARTNERS: Listening is only half the battle. Getting them to talk is the greatest challenge. Partners need to feel safe to express their ideas. This is where, as previously mentioned, displaying your failures becomes valuable. When employees feel safe to share ideas without ridicule or criticism the volume of ideas will overflow. Who better to invent best practices than those people on the front lines of your business day in and day out?

8. EXCEED CUSTOMER'S EXPECTATIONS: Sam Walton stated, "The two most important words I ever wrote were on that first Wal-Mart sign: "Satisfaction Guaranteed." They're still up there, and they have made all the difference." Your partners are also consumers and possibly consumers of the product or service your business distributes or performs. As such they feel satisfaction from taking care of your customers in the way they would also like to be taken care of as a consumer.



9. CONTROL YOUR EXPENSES BETTER THAN YOUR COMPETITION: The more your partners understand your passion, your methods for controlling your expenses, and the impact that has on the profit margin; they will become overseers of your expenses as well as innovators of methods for cutting expenses.

10. SWIM UPSTREAM OR GO AGAINST THE GRAIN: Innovation isn't inspired by continually doing what you've always done. Take calculated

risks and be ready to be criticized for taking those risks.

Following Sam Walton's 10 rules is one foundation for building Servant Leadership in a business. If you would like support in developing Servant Leadership strategies in your business, 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!

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.

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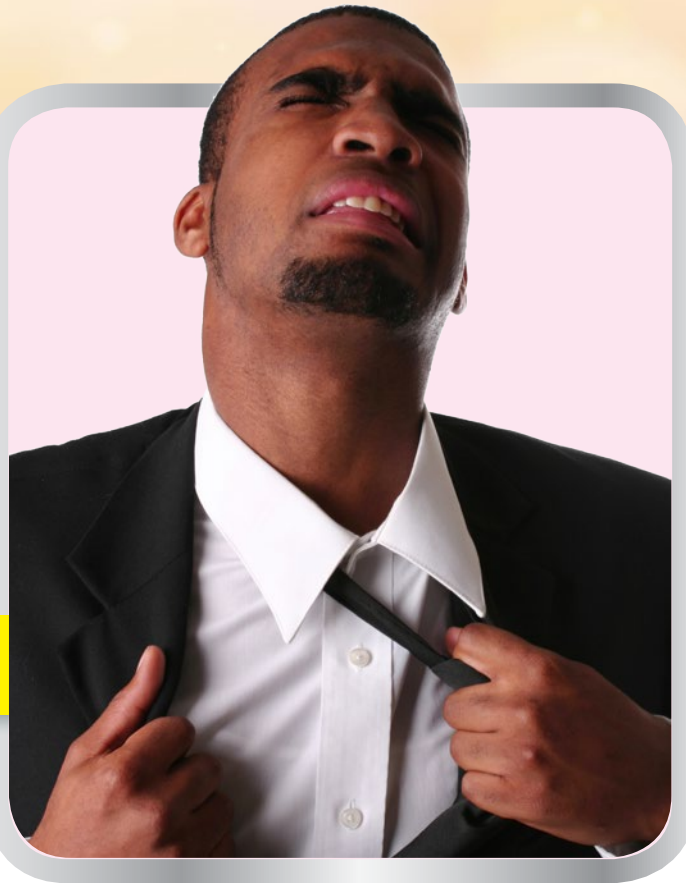
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STOP YOUR BUSINESS FROM OWNING YOU

BY CINDY ALLEN STUCKEY



Do you feel like your entire business rests squarely on your shoulders and your back is breaking under the pressure?

Do you remember the day your business was created in your mind? Or if you have a family business, think back to the day before you took the reins. You were excited about providing outstanding products and services that your customers would love and you wanted your business to be one where your employees would love their jobs.

Does this describe your business? Or are you overworked; do all the company's problems ultimately land on your desk to fix; are you burned out and your personal life is affected. Maybe you're frustrated and feel very alone.

In other words, has your dream has turned into a nightmare?

Here's the situation in a nutshell—your business is still operating as a start-up company even though it's several years old. Instead of leading, developing, and nurturing your business—you're working **IN** it by being involved in generating the product or service.

You're just as task oriented as you were in the early days of your business. This means you don't have time to work **ON** the things that an owner or CEO absolutely needs to do to ensure that there will be enough business to keep your business running.

You are not alone. In fact, you're in the majority of business owners that feel owned by their business. Here's some good news: You can fix it!

Here are 4 steps to start moving you from working **IN** to working **ON** growing your business.

1. Read the book *THE E-MYTH REVISITED* by Michael Gerber. It's an easy read and is even enjoyable! Most importantly, though, it will clearly show you the problem most small business owners make and how to start to solve it.

2. Shed your non-CEO tasks. Make a list of the things you can easily pass off to someone else to do.

3. Create a plan to pass these off and a deadline for when that will be done. And then do it—develop your people to help you run your business and then let them do these tasks.

4. Identify a couple of CEO responsibilities that you can now focus time on that will increase the profitability and value of your company.

Then create action steps to do this.

My encouragement to business owners and leaders is that you have to get out of the proverbial trees and start working on the forest.

I invite you to my website for more tools to help you to help you work ON growing your business.

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



Watch Cindy's video series



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

Contact **MPM**

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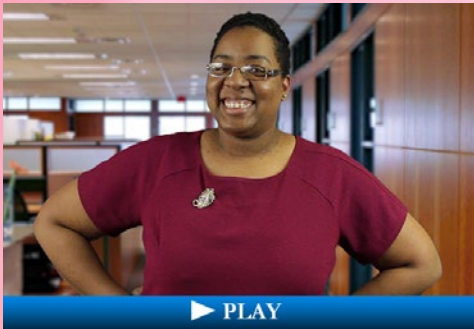
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