

SOAR to SUCCESS

October 2016

MAGAZINE

MICHAEL KAPLAN

EXPERIENCE AND PASSION
LED HIM TO BUSINESS
LIFE COACHING

COULD THE
ELECTION BE
HACKED?

SLEEP-DEPRIVATION
MAY BE UNDERMINING
YOUR PERFORMANCE

PLUS:

- + 3 Critical Sales Questions
- + Focus on What Inspires You
- + How to Manifest Your Dreams
- + Productivity Tips for Influential Leaders
- + What are 404 Errors and Why Should I Be Concerned

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PAT ALTVATER



Soar to Success
AFP Marketing
BizTV Shows

Choosing Your State of Being Will Increase Sales

*“Your soul doesn’t care what you do for a living - and when your life is over, neither will you. Your soul cares only about what you’re **being** while you’re **doing** whatever you’re doing...”* ~ Neale Donald Walsch

Have you noticed your state of BEING lately?

Are you happy, healthy, financially free, and peaceful, or are you sad, depressed, financially strapped and angry? Have you even noticed your state of being? Have you considered the effect your state of being has on your prospects and customers?

Most people are so busy with the “doing” of their life that they don’t even give their state of BEING a second thought. When you consciously choose your BEING, you give your life purpose and direction.

Choosing your BEING is just like incorporating a value into your life. **First**, consciously choose the state of BEING you desire.

Second, determine why this is important to you. If you lived the rest of your life in the state of BEING prosperous what would that mean to you?

Third, consciously make choices based upon the state of BEING you’ve chosen. For example, you may make new choices that will increase sales because now you are willing to take the actions that could have been difficult in the past.

When you’ve chosen a state of BEING, you are motivated to take new and different actions from an entirely different state. Before you know it, your new actions will be incorporated into your life in a way that will be so important to you that you won’t be willing to give them up.

Wishing you the BEST life has to offer. I hope that the articles in this month’s issue will inspire and motivate you. Don’t forget to take advantage of the links to connect further with our contributors.

Pat Altvater

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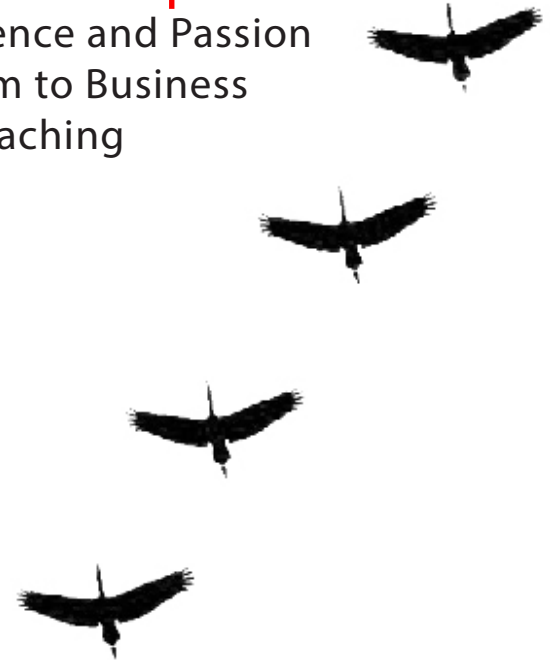
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MICHAEL KAPLAN

EXPERIENCE AND PASSION LED HIM TO BUSINESS LIFE COACHING

Michael Kaplan has been involved as a business owner for over 35 years. He learned how to run his own successful business and today has a passion for helping other entrepreneurs realize their dreams.

But, it wasn't always this way. He earned a master's degree in social work and counseling and moved to the east coast, forsaking his father's furniture business located in Lafayette, Indiana. He enjoyed the counseling portion of his chosen career, but soon realized his income would not provide for his new wife and future family in the way that he desired.

When Michael contacted his father about the possibility of returning to the Midwest and joining his enterprise, Kaplan said,

"My father had to pick his jaw up off of the floor."

Why? Because Michael had not shown any interest in the family business and his father never imagined that he would ever want to become involved. But in 1978, a plan was devised to transition the family business from father to son.

On the first day that he assumed the official leadership role his father handed over a set of keys and said,





"Here you go, kiddo. You're going to make your own mistakes. I'm going to try to keep you from making any big ones, but you're in charge."

The thought occurred, *"Now what do I do?"*

His father did not completely retire and was involved through 1985, mentoring and guiding Michael through the rough waters of managing a business. When an opportunity to purchase a competitor arose, Michael saw it as the perfect solution to expand the business. His father did not want to assume more risk, so financing was arranged with a bank, which allowed all parties to receive the necessary funding. Michael was able to purchase the new store, close a run-down facility in a downtown location and his father was able to fund his retirement, allowing a move to Florida for the elder Kaplan's.

In 2002, another opportunity presented itself when La-Z-Boy offered Michael the exclusive rights for a store. Upon deciding to pursue this, he built a new store on the busiest intersection in Lafayette, Indiana and it has worked out well for his company and employees.

Michael's past education, plus his experience in operating and growing a successful business serves him well as a business coach today.

He feels it is much more difficult to start a business now than 30 years ago. Franchise

businesses seem to litter the landscape, but Kaplan feels it is important that small independent businesses thrive too. He supplies the same type of information and guidance provided to large franchise owners that is rarely available to small independent owners.

With a passion to see small businesses survive and thrive, he really likes to help people overcome the things that get in their way, both the physical things and their thought patterns that hold them back from being successful.

His discovery of coaching began nine years ago when he happened to learn about a business program called SCORE. Score is comprised of retired executives that work with young startup business owners to develop business plans and systems to get their businesses off the ground.

Kaplan immediately knew this was for him as it was the perfect combination of his counseling skills and 30-plus years of experience. According to Michael *"It's my way of giving back to the business community and helping people."*

Right from the start after becoming involved with SCORE, he saw a renewed vigor and excitement in his life. In the evenings, when his wife would ask about the day, he would become animated and tell her how much fun he was having working with new entrepreneurs.

He said, *"It really got my juices going again."*

Kaplan came to realize that a new career path had opened up to him. Business coaching was now a popular segment of the business world and with his experience and past training, becoming a full-time business coach seemed like a logical progression in his life.

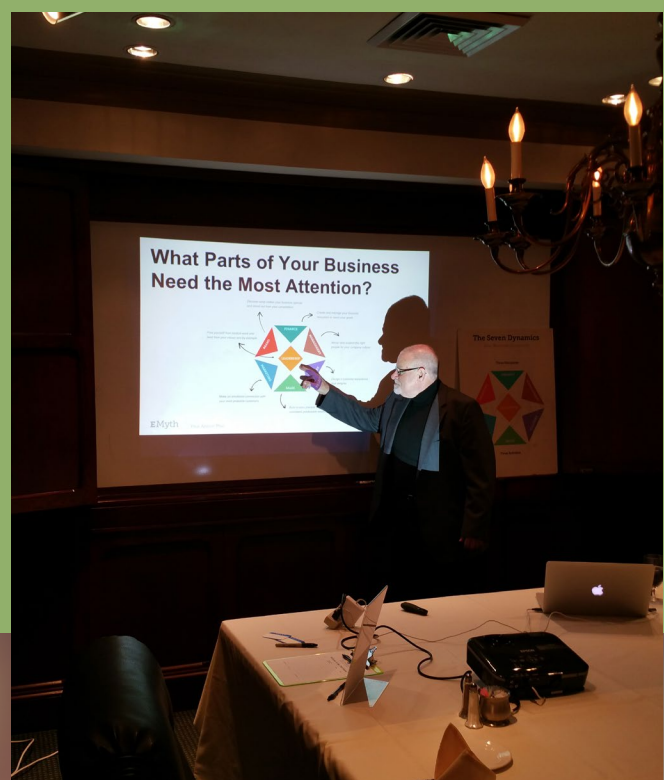
After completing the Coaches Training Institute program and working with several clients, he realized he needed to change his methodology and that is when he found the EMyth program.

EMyth includes a comprehensive coaching program supported by a huge curriculum. Actual exercises and teaching systems provide the skills inexperienced business people need to operate their business more successfully. Kaplan became an EMyth certified coach and now works with owners to hone their skills so they progress more rapidly.

Michael told us, *"I call myself a **business life coach** because I think your business and your life really are parts of the same thing. And so I want to help people build their businesses to support their lives, not consume their lives."* His philosophy is that your business should augment your life, be part of what you want to do, and give you great satisfaction."

Michael's vision for his own business as well as his life are closely intertwined. When he committed to be a full-time EMyth Coach, he knew he would not have sufficient time to continue with his existing business. He and two of his key employees developed a plan to easily transition more responsibility for the day-to-day operations to them, thus freeing up Michael to commit more time to his passion - coaching.

This was a perfect solution. He could touch more business owners to help them reach their goals, as well as, watch his own business continue to flourish under the new management. Michael and his wife now reside part-time in Indianapolis





so Michael can be closer to his client base, although he easily works with clients remotely as well.

There aren't too many business situations he has not experienced. Ever changing buying cycles, high interest rates, weak economy, or struggles to make payroll are all problems business owners face. They certainly benefit when someone with experience is available to help guide them. Michael also experienced first-hand that business owners need to develop staff to handle various duties inside the business and let go of every detail.

Michael Kaplan built a successful business and now has found a new passion helping other business owners realize their dreams. He has built a coaching practice that does just that.

To contact Michael for more information, visit his website at Strategic Solutions Coaching or via email at michael@strategicsolutionscoaching.com or give him a call: 765-714-1576. Be sure to visit our website to listen to our complete interview with Michael.

TOP 3 TRAITS TO SOAR TO SUCCESS

We asked Michael to share the top three traits he found in individuals that help them, **"Soar to Success."**

He shared that he is constantly evaluating employees to grow his business and add value. Three criteria he looks for in successful people include:

Do they understand their own strengths and weaknesses? Once a weakness is identified can they work to strengthen it for the future? Also surrounding yourself with people that can better accomplish the tasks where you are weak, will help keep the business grow.

Are they able to look at their own business and life objectively? Many times new business owners become so involved that their business becomes like a child. It becomes difficult to make the tough decisions, or take steps to change or alter a business, if you are too emotionally involved.

Number three is to constantly strive to be the best leader possible. Building a successful business requires a team effort. A true leader knows how to motivate and develop a staff that can work together to make that business successful.



TIPS TO USE FOR JOB BURN OUT

BY DEB REIS, NP, MSN

Job Burn Out can affect your physical and emotional health. It affects the mental and emotional well-being which can create physical concerns. There are many reasons why someone could get burnout. Maybe long term stress on the job or lack of creativity and stimulation in the type of work they do.

When someone gets burnout it may feel like a paralysis and they might show signs of depression or exhaustion. Energy levels are

low and a person may feel like there is no hope for renewal.

If you or another is feeling these symptoms related to job burnout, there are some tips to help you renew and come back to focus.

1. **Diet** - stay away from sugary foods. They can give a quick pick up and an even faster energy drop.
2. **Sleep** - find a regular schedule to go to sleep and avoid late naps during the day.
3. **Breathe** - check out my BizTV Shows® episode for a quick yet powerful technique to help you come back to a balance during stress.

4. **Stretch** - stretching arms, legs and neck can be helpful for increasing energy and releasing natural feel good hormones in the body called endorphins.

5. **Aroma** - add essential oils into your workspace or inhale for your specific need.

These are some oils that can reduce the feeling of burnout:

Lemon oil - this refreshing aroma is uplifting and supports immune balance

Bergamot - is known as the oil of refreshment and renewal with a citrus aroma.



One study found that nurses inhaling Lavender essential oil helped to reduce symptoms related to job stress.

You can consider using essential oils that act like a stimulant such as

peppermint, pine and black spruce.

If you would like a consultation for yourself or want to learn how to implement ideas for your work setting, please contact me at 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.



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COULD THE ELECTION BE HACKED?

BY JEANNE DEWITT

THE QUESTION THAT KEEPS HOMELAND SECURITY PERSONNEL AWAKE AT NIGHT.

You've seen it played out in the TV show, *Scandal*, but could it happen in real life? Could our presidential election be influenced -- or even stolen by criminals with computer skills?

Hacking, stolen emails, and premature speculation by the presidential candidates surrounding rigged elections makes one wonder, has real life taken a page out of the plotlines of television and movies?

As far-fetched as it may seem, even Homeland Security is concerned about the possibility of high level computerized attempts to rig the election.

This month in a press conference, Homeland Security Secretary Johnson spoke about the gravity of the situation. He said, "There's a vital national interest in our election process."

So vital, as a matter of fact, that Homeland Security is taking action BEFORE criminals strike. The agency is currently working closely with officials on both the county and state levels to try to ensure the safety and integrity of the election process.

But still, the question lingers... "Could a hacker sway election results?"

About 2,400 miles west of Washington, DC a group of ethical hackers gathered in what is called the Black Hat conference. Their message on the topic was clear. -- "If a person has made it, another person will figure out how to hack it."

The question then becomes, "What will this hack look like when it happens?"

It will likely look a lot like the

Russian cyber-invasion of the Democratic National Committee in June that led to the resignation of the DNC's chair Debbie Wasserman-Schultz.

Experts agree that the voting machines themselves won't be the likely point of entry. Rather, the computers that are used to send the results up from the precincts are considered to be the most vulnerable link in the vote tabulation chain. The biggest harm in an election hack would not be the tampering itself but the loss of public trust in the electoral system resulting from the hack.

The systems of your business may not be as important to national security and public confidence as the voting machines or the computers in the vote tabulation chain,



and you likely don't have the cyber-warfare Department of Homeland Security on speed dial. But still, the security of your business technology is important to you, your finances,

your employees, and your future.

Just like the security of the election, these things cannot be left to chance.

The CPU team would be privileged to talk with you about fortifying your business against those who would use computers to do you harm. Contact me today.

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.



Watch Jeanne's video series

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



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FOUR WAYS TO USE SOCIAL MEDIA FOR RECRUITING

BY KATHERINE BURIK

Social media is the hottest thing in recruiting these days. Everyone in the recruitment industry is talking about using social media to identify passive candidates and increase employer brand and recognition.

In my experience many companies say they are using social media to recruit but actually they only slap a job description or the same old advertisement out on the Company website or LinkedIn page. Technically they are using social media to recruit. But in my view if that is the extent of your recruiting, you are missing the whole point and power of social media.

It is time to step away from reliance on job postings even in social media and consider some ways to leverage social media, particularly LinkedIn to find candidates. It is time to do some marketing.

Here are some ways to really use social media for recruitment:

- 1. Share what is going on in your company** – events, social activities, customer feedback, internal initiatives and company celebrations. Put this information on company pages in LinkedIn and Facebook. Tweet about these employee and community oriented activities. Build the “cool” factor by encouraging Likes and Followers. These are people who already think your company is great. They can be potential employees.
- 2. Be visible and active in LinkedIn Groups** and specialized social media pages and blogs where your target potential employees hang out. If you regularly search for mechanical engineers or sales people then be active in places where mechanical engineers and sales people gather on social media. Share information and ideas

that can be useful to others. Write white papers and answer questions. You will be cultivating relationships with people interested in your businesses’ priorities.

- 3. Identify the competencies or characteristics of the ideal candidates for key positions** you recruit for. Go out in LinkedIn and search for people who have those competencies or characteristics. Connect with those people over business issues. Share information. Keep them close. Someday they might be the perfect candidate for a vacancy and you already found them!
- 4. Encourage your employees to participate on LinkedIn** then have them share job postings with their connections. Your employees might already be connected to the right person who may

not even be aware they want to work for you.

This method of recruitment marketing takes some time. Weigh the cost (mostly time) against the benefits of better qualified candidates available when you need them. What is

it worth to you to hire the right candidate to help you achieve business goals?

I would be glad to answer questions and build a customized social media recruitment marketing plan for your business. Connect with me on LinkedIn. I

will send you our white paper, "5 Key Ways to Use your Own LinkedIn Connections to Recruit".

Look at that. I am using social media to build a relationship with you!! If I can do it then you can do it too.

Katherine Burik, partner in The Interview Doctor, Inc. with Dan Toussant, uses her extensive human resource experience to improve companies' talent acquisition process and coaches candidates on career advancement and job search. Her energetic and interactive speaking engagements tilt at that windmill of talent acquisition, development and job search techniques. Her 3 book series, The Job Search Manifesto, is published on Amazon, Apple, and Barnes & Noble.

Connect with Katherine at The Interview Doctor and on



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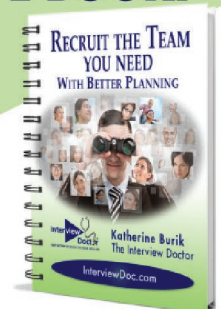


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ERROR 404
File not found

The page might have been removed,
or is temporarily unavailable

WHAT ARE 404 ERRORS AND WHY SHOULD I BE CONCERNED

— BY LEE DROZAK —

Did you ever key in a website address and land on a page not found message commonly known as a 404 page? Over time nearly every site will accumulate links that lead to nowhere and no longer work. Some sites move, die or rebrand making these page links obsolete.

Understand the effect they can have.

The error happens when a page you're looking for couldn't be found. Google looks for information that is reader helpful and provides a better user experience. So Google likes pages with no broken links, and they tend to rank higher than those with errors. 404 errors can be caused by some things including internal errors which is one of your pages is linking to another on your site and the link is bad. Inbound error,

someone links back to your site and maybe typed the link wrong. Outbound error, this is a link that goes to another site and that page may have been deleted. You've got embed errors when your images and videos don't show up.

Search spiders go from link to link on your website and a broken link is a stop sign that halts the progress of the search. Too many "404" errors and it diminishes the value of your website in the eyes of Google and the other search engines. Plus it's frustrating for a visitor when they come to your site and expect to get helpful information only to find it's not there. And broken links are a roadblock in the conversion process. Remember broken links not only cause you to lose visitors but customers too.

How do you find broken links?

Whatever the reason for the error, finding broken links is simple using a tool like Google Webmaster Tools or Dead Link Checker. Once you've found the broken links, it's time to fix them. If the content exists somewhere on your website, you'll need a redirect to send visitors to the right place. And anytime you can fix a broken link on your site, you absolutely should. If the link is a dead link outside of your website,

you should remove it or replace it with the correct link. You'll also want to notify Google of pages that you've deleted and have not replaced. That's a little more involved, and you should contact a digital marketer such as myself for help there.

It's not recommended that you leave broken links on your site. Not only will they affect your search rankings but will frustrate your potential customers.

Lee Drozak, a WordPress Website & Digital Marketing expert, helps small business owners and self-employed renegades by developing and designing websites that are not only beautiful and reflect your personal brand but also have the proper layout and coding to help you step out of the shadows and stand out in a crowd. Lee offers a wide range of programs and services for WordPress websites – from a one-time re-design to being your right hand for ongoing changes and updates to your website.

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ARE YOU UNKNOWINGLY DEFAULTING ON YOUR IRS INSTALLMENT AGREEMENT?

BY TINA MOE, CPA



Are you Unknowingly Defaulting on Your IRS Installment Agreement? Even if you're making your monthly payments on time, you may be defaulting on your agreement and not even know it. Read on to find out how.

So you filed your taxes back in March or maybe April because... let's face it, you knew you were going to owe this year so you waited until the last minute to delay the pain.

On April 15th at 10 o'clock at night you finally plugged

everything into Turbo Tax which spit out an ugly result or maybe you went to your favorite tax accountant and they gave you the bad news. Hey, you're the client so why should they care if you show up tipsy? Either way, there was no denying it...you owed the IRS bigtime! And if you would have written a check on April 15th, the IRS might as well have dribbled your check into the bank because it was gonna bounce! So, you did what most taxpayers do in this situation.... you asked for an installment

agreement. The IRS agreed and charged you \$120 for the privilege and you both moved on with your lives.

What you might not realize is that the IRS has certain stipulations that go along with that installment agreement. I'm sure you already know that you have to make the monthly payment to stay in their good graces BUT, what you might not realize is that you also agreed to stay current with this year's taxes.

In other words, if you owed the IRS for 2015 and you're now making payments to the IRS AND you anticipate owing taxes for 2016, they require you to pay those taxes in full before filing your 2016 tax returns. If you do file your 2016 taxes and it shows a balance due, you will have officially defaulted on your installment agreement and you WILL get a letter telling you so.

At that point, you're back to square one with the IRS and you're faced with a dilemma... you can either pay both tax years in full which, if you could do that you probably would have.

Or you can contact the IRS and enter into another installment agreement. The good news is that the IRS is friendly and flexible and typically allows you to combine the 2 years into one installment agreement. The bad news is that you've just insured that you'll be on the phone for

the next 4 hours getting this accomplished.

The moral of the story is, pay your taxes as you go and you won't have this problem. Now, you may be asking yourself, "How do I know how much I should pay? I have my own business

and I only do bookkeeping once a year for tax preparation. I have no idea what to pay." My suggestion is that you contact your favorite CPA who can help you. For more information on this and other tax topics, check out my website at 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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TOYS AND INSURANCE: WHAT YOU NEED TO KNOW

BY ELLEN "SAM" SCHEER

We work hard and over time get toys! Everyone's toys can be different – but just how do we insure the motorized toys in our life?

First – **let's talk about boats!** If you own a boat there is nothing like being on the water. It becomes a lifestyle for you and your family. Most boat policies have underlying limits for watercraft equipment (the stuff you put on the boat). You need to be sure that you have enough coverage if the underlying limits are not enough – watercraft equipment includes trailer, boat hoist, marine instruments, safety and life preserving equipment, water skis, electric

trolling motor, and any auxiliary outboard motors. You can add more coverage but you should know what the underlying limits of your policy cover.

Liability and medical coverage are also very important on a boat policy. Your liability covers you for injuries or property damage resulting from accidents involving water skiers, swimmers, collision with other boats, and collision with docks. Medical coverage says that medical expenses for you, members of your household, or your guests are covered for accidental injury that arises out of the ownership, maintenance, or use of the insured watercraft.

Having the correct coverage for the boat and the correct liability and medical coverage will keep you afloat all summer!

Now **let's talk about motorcycles.** This one is near and dear to my heart! I just love being out on the road on a motorcycle.

So many times I hear motorcycle owners say that they just need state minimum liability because their bike cannot hurt a car much or isn't worth as much as a car. The error in that statement is that you need underinsured and uninsured coverage and it needs to match the limits you carry. So if you have 25 thousand liability

that will be all that you get if you are hit by an uninsured driver. I always recommend that my motorcycle owners carry 250 thousand underlying limits. That covers you very well if you are hit by an uninsured driver or an underinsured driver for injuries you might sustain.

You also need to be sure that

all the extra "stuff" on your motorcycle is covered. If you have added saddle bags, luggage rack, custom seats, custom chrome (and you all do) you need to have additional customization coverage on your bike.

Make sure you have the liability coverages and the customization coverages that you need in order

to enjoy riding your motorcycle. I always know that I am insured very well when riding our motorcycle. You should be able to say the same thing!

Enjoy your toys knowing your dreams are protected and contact me if you would like more information about protecting your toys!

Ellen Sam Scheer is an American Family Insurance Agent in Middleburg Heights. Her office includes herself and one full time licensed assistant. She has received the American Star Award for Customer Service for the past 11 years. Scheer has made insurance options not only flexible but expansive as her business grows to incorporate a one-stop shop for customers. Known as "Sam", she is recognized and respected throughout the industry and is well known within networking circles in the area.



Watch Sam's video series

Connect with Sam at her American Family Insurance website and on



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MATTER MOST.

Free your mind to pursue all of life's possibilities. I can help you create a life insurance plan customized for the ones you love – all at an affordable price for you.
Let's talk today.



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44130



HOW TO MANIFEST YOUR DREAM

BY DELORES PRESSLEY

Since we were young we've been told to "follow our dreams," but what does that really mean? How do we go from thinking up a dream to actually manifesting that dream? Deciding you want something can be a little bit scary. The idea that you may fail can be daunting, as well as toxic. There is a certain mindset you have to achieve to manifest your dreams. Use these ideas to help.

Believe You Are Deserving

Many people look at others living out their dreams and think, "That could never be me." I'm too this, or I'm not enough that. These are lies we tell ourselves to make us feel okay about not following our dreams, but really you're just robbing yourself of future success. Look in the mirror every day and say out loud, with confidence, "I am deserving of my dreams." Say it over and over again until you believe it. Your dreams will never manifest if you don't think they're even possible.

Make a Plan

Decide how you will get to your dream. Depending on what you want, it may be unclear

what all the steps should be, but getting started is what's important. Figure out what information you still need. Who do you need to talk to? Take the first step to achieve your goals.

Let Life Take Over

One of the hardest things for people to do as they work towards their goals is to let the world at large bring your dream to you. As soon as you make that first step, life has a way of presenting you with more opportunities than you ever thought possible. If you feel as though you are fighting an uphill battle, it may be because you aren't giving your dreams enough room to work for you. Let go a little bit and let your goals come to you.

Seek Spiritual Strength

No matter where you find your spiritual strength, you need to tap into this energy as you work towards your goals. Meditate, journal, sing, or do whatever you need to do to find your center. Being in touch with spiritual guidance and your own intuition will help you

better listen to your heart and go down the right path.

Let Go of Attachments

Even as you work towards these overall goals, you need to make sure not to attach your happiness, wholeness and well-being to the manifestation of your dreams. Make a conscious effort to let go of what you think the outcome should be. Articulate what you want, take the initial steps, and let go. Attaching too much significance on success or failure is

unhealthy and will cause you stress. Dreams can not grow where there is stressful energy. Let go of all the ideas of how the world should be and find happiness where you are.

Manifesting your dreams is an extremely rewarding experience. It gives you an opportunity to ask for what you want and the motivation to act accordingly. Use this time to grow more connected to your spiritual life and to the world around you. Be grateful for what you have, and look forward to what is to come.

International Keynote Motivational Speaker, Executive Life Coach and Author DeLores Pressley is dedicated to helping people take action to launch bold, confident and courageous lives. She is the CEO of DeLores Pressley Worldwide and Founder of the Global Up Woman™ Network—a movement to empower and elevate women in business.

She may be reached online at www.delorespressley.com. Those interested in her Speaker Success Summits specifically may reach her at www.launchlivesummit.com. Also connect with her on



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BACK 2 SCHOOL: DRESSED FOR SUCCESS

BY ERIC J. WATTS

Whether the new school clothes you've bought are uniforms or some of the latest, trendy fashions, what our kids wear is important. Did you know that what you wear and how you dress is just as important? Find out what types of school clothes **you** should wear.

What you wear is important to your success. To be successful, and live a life of significance, you've got to wear the right clothing.

First, you've got to **put on FAITH**. Faith should surround you like a shield and you should wear it like a cloak. If you don't have faith in what you're doing, you're dressed like a failure. Your faith should encourage you to keep fighting, keep pushing, and keep moving forward. Be sure to dress yourself in faith!

Second, you've got to **wear CONFIDENCE**. You must be confident in what you're doing. Even when you're afraid. To dress for success and significance, your confidence must be steadfast. In life, you will face times and tasks that seem to be insurmountable. But here's what you need to know: all things are possible for those who believe.

Third, you've got to **put on COURAGE**. I know it's scary to dress for success and significance, because you're taking a risk. But you were created for this time, this moment, and these tasks. I don't know what you're called to, but I do know that if you don't do it, no one ever will. Because it's been assigned to you and it will only work well if your unique gifts and

talents step on the scene. So, let me ask you: Is it in you?

If it is, as you dress for success this fall, I'd like to invite you to join me, Simon Sinek, John Maxwell and more at Live2Lead 2016 for an exclusive leader development experience. In the coming weeks, I'll be providing more details in my blog, newsletter and on my website. For now, head on over to www.wordtalkproductions.com/live2lead for more information. Or contact me by email or **send a text to 614.579.8923** to learn more! This is an event you don't want to miss!



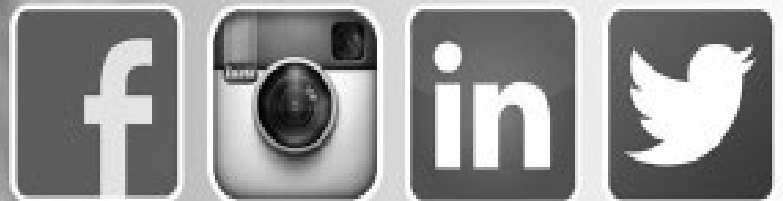
Mr. Eric J Watts is an Inspirational Speaker and Transformational Coach! For nearly two decades prior to founding WordTalk Productions, LLC, he worked for two Top 25 Fortune 500 companies.

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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SLEEP-DEPRIVATION MAY BE UNDERMINING YOUR PERFORMANCE

BY JOAN WASHBURN

Have you ever woken up with the answer to a problem that nagged you the night before? It's like your brain worked on it while you were sleeping or something! Guess what - it did!

Many people - especially ambitious, successful people - subscribe to the false belief that if they sleep less they will achieve more. Yet there is a growing body of research proving that a good night's sleep is essential to a productive day.

While sleep is often associated with giving rest to the body, recent research shows that sleep is really more about the

brain! While we sleep our brains are hard at work encoding and restructuring information. Therefore, when we wake up our brains may have made new neural connections, thereby opening up a broader range of solutions to a problem, literally overnight!

In a fascinating TED MED Talk, Jeff Iliff tells us how, while we are asleep - and only then - the brain, in a process totally different from the rest of the body, actually clears away all the toxins that have accumulated in it during the day while it was hard at work. I posted the link to this incredible TED Talk on the Resources page of my web

site for those of you who are interested in learning more.

In a Harvard Business Review article, called "Sleep Deficit: The Performance Killer", Professor Charles Czeisler explains how sleep-deprivation undermines high performance. Professor Czeisler states that pulling an all-nighter or having a week of just 4-5 hours of sleep a night "induces an impairment equivalent to a blood alcohol level of .1%." Think about that! We would never say "This person is a great worker! He's drunk all the time!"

Some good news for the early birds and night owls among

us: science shows that even a nap can increase creativity. Recently, I had a late night and very early morning. Later that day I had to drive for about 3 hours to a meeting. I got so tired I had a hard time focusing so I pulled into a Rest Area and within minutes was sound asleep – actually dreaming! 20 minutes later I woke up feeling

alert and rested. I was able to contribute to the meeting in a way I never would have been able to without that cat nap!

In a nutshell, sleep allows us to operate at our highest level of contribution so we can actually achieve more in less time.

So here is my tip for all my sleep deprived readers! Systematically

and deliberately build sleep into your schedules so you can do more, achieve more and explore more each and every day.

And remember –

Whatever your goal or dream – WE Can make it Happen! Email me to schedule your Breakthrough Session to find out how!

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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- FINALLY make your big ideas happen

Whatever your goal or dream...WE can make it happen! Find out how, now. Contact me to see if NOW is the time for you to go for it!

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BULLYING

HELPING YOUR CHILD FEEL EMOTIONALLY STRONG WHEN YOU'RE NOT AROUND

BY JULIE MARGO

When it comes to bullying, sometimes telling your child “just ignore it” “tell your teacher” or “imagine what their lives must be like” just doesn’t cut it. Am I right?

I am going to share a tool from nature that can help your child feel more empowered in challenging situations even when you can’t be there.

As a parent it is heart-breaking to learn that your child is being bullied. When working with families in this circumstance, a favorite tool of mine is the essential oil Clove.

Perhaps you think that cloves are only for your Easter Ham. Actually, clove essential oil has many practical uses. For example: People have used clove oil for years to support occasional mouth pain or teething.

Many people aren’t aware that clove can help you feel emotionally strong, especially when it comes to personal boundaries.

Essential oils can be used many different ways, and today, we are going to explore using this oil by applying it directly to the body.

Two things to be aware of:

First: Make sure you are using an essential oil that is pure and certified safe to be used on the skin.

Second: Know that clove is a hot oil, meaning it can feel very spicy on your skin.

So, when you are applying it this way, especially with children you will always want to dilute it with a carrier oil.

My preferred carrier oil is fractionated coconut oil, an all natural plant oil used to dilute hotter oils without decreasing their potency.

Carrier oils should also be pure and tested safe.

To use clove oil to support your child emotionally, put a few drops of carrier oil in your hand and swipe the top of the Clove essential oil bottle – so you are adding not even one full drop.

Rub your hands together and inhale, then you can rub on the

back of the neck or chest and you are good to go!

Essential oils can last about two hours, so what I would do is make a well-diluted roll on for your child to carry and use throughout the day. They can toss it right into their backpack!

It is important to realize that emotional conflict and difficult

situations don't just happen at school. Some of us have conflict in the workplace, the community and even in our own homes. Clove can help you to feel resilient, empowered and emotionally supported. It is a safe, all natural gift of the earth. I encourage you to try Clove as an emotional guard, because everyone deserves to feel safe.

Julie Margo, Holistic Professional, is an educator and energy practitioner who helps her clients navigate life's challenges naturally. Within her workshops and retreats, Julie teaches universal solutions to empower her students on their personal life journeys.

To arrange a session with Julie, in person or virtually, visit www.JulieMargo.com because choices exist and positive change is possible.

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WORLD-WIDE VIOLENCE AND ANXIETY

BY KRISTIE KNIGHTS, LPC

Are you afraid to turn on the news? Do you worry for your own safety? Do you struggle to make sense of the recent brash of violence in our country and other countries?

Often you may wonder, why? Why do I even turn on the news? Then you may be torn, how can I not stay abreast of what is occurring in our country and abroad?

As a psychotherapist I have grown more and more concerned of the mental well-being of each person who has been affected not only personally, but in my own community. There has been a larger demand for therapy to learn how to deal with the increased anxiety, depression, and sadly, suicidal thoughts that have been a result of the unpredictability of the outbursts of violence.

Often as people, we ask, why? Why is this happening? This thought alone can lead to anxiety and despair. We can't possibly know why this is occurring. Instead, we can take action to care for ourselves in the midst of the global pain. Here are three tips to insure mental wellness:

1. Be sure you are talking with friends and family members about what you have seen in the news, your concerns, and how it is affected you. It is important to talk to others so that it does not become obsessive or traumatizing in your brain. Many are not aware, but such visual images and stories of violence can lead to secondary traumatic stress syndrome. Instead, stay healthy and share your thoughts to move forward and not obsess about the world violence.

2. Start each day with a positive thought or counting your blessings. I know, it may seem cliché, but truly it is essential to moving forward from the trauma, as well as, re-training the brain to view your life in a positive manner rather than bathed in the negativism of the violent incidents occurring.

3. I would be amiss to not recommend self-care. It is essential in your daily life to care for yourself. The basics of self-care include that you are getting 7-8



hours of rest each night, eating balanced meals, exercising, and engaging in one task that brings joy! What brings you joy? It could be as simple as taking a bubble bath, reading a book, surfing the internet, spending time with friends,

or rebuilding a classic car! The current state of our country can be terrifying and worrisome. However, it doesn't change the fact you must go on each and everyday moving forward. Please be sure to take care of yourself! If you feel overwhelmed, or

unable to function on a daily basis, please do not hesitate to seek professional help!

If you would like further information or support, please go to www.kristieknights.com and sign up for my newsletter!

As always, be real, be raw, just be!

Kristie Knights is the Founder and CEO of iRise Leadership Institute, a Licensed Psychotherapist in private practice, Collaborative Practitioner in Civil and Divorce Law, Professional Speaker, Author, and Vice President of Global Sisterhood, a Non-Profit 501(c)(3). In her private practice, she guides hundreds of clients to lead a life of joy and purpose from here, locally in the US, and as far away as, Israel, England, Australia, Germany, India, and Switzerland. Kristie currently sees clients in Mars and Pittsburgh offices. Kristie is the co-author of Inspired Entrepreneurs: A Compilation of Women's Triumphs in Business and Life.



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Kristie Knights is a Licensed Psychotherapist, Collaborative Divorce Practitioner, Divorce Recovery Expert, and Professional Speaker.

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FOCUS ON WHAT INSPIRES YOU

BY LILLIAN ZARZAR

Have you thought about what inspires you? Consider this: recall a day when you don't notice what day it is, when you don't realize what time it is and at the end of the day you remark, "Wow, what a great day!" Ask yourself what you're doing that makes the day go quickly. Are you at work? Volunteering for a project in your community? Spending time with children? What are you involved in that you are able to feel more energy at the end of the day than when you start?!

Focusing on those moments gives you an idea of what you

enjoy most and on what activities you'd love to spend more time. Consider how you can do more of what you love and get paid! Think what you are willing to do to have more moments you love. What are you committing to do to have what you deserve? What dreams surface consistently in your mind?

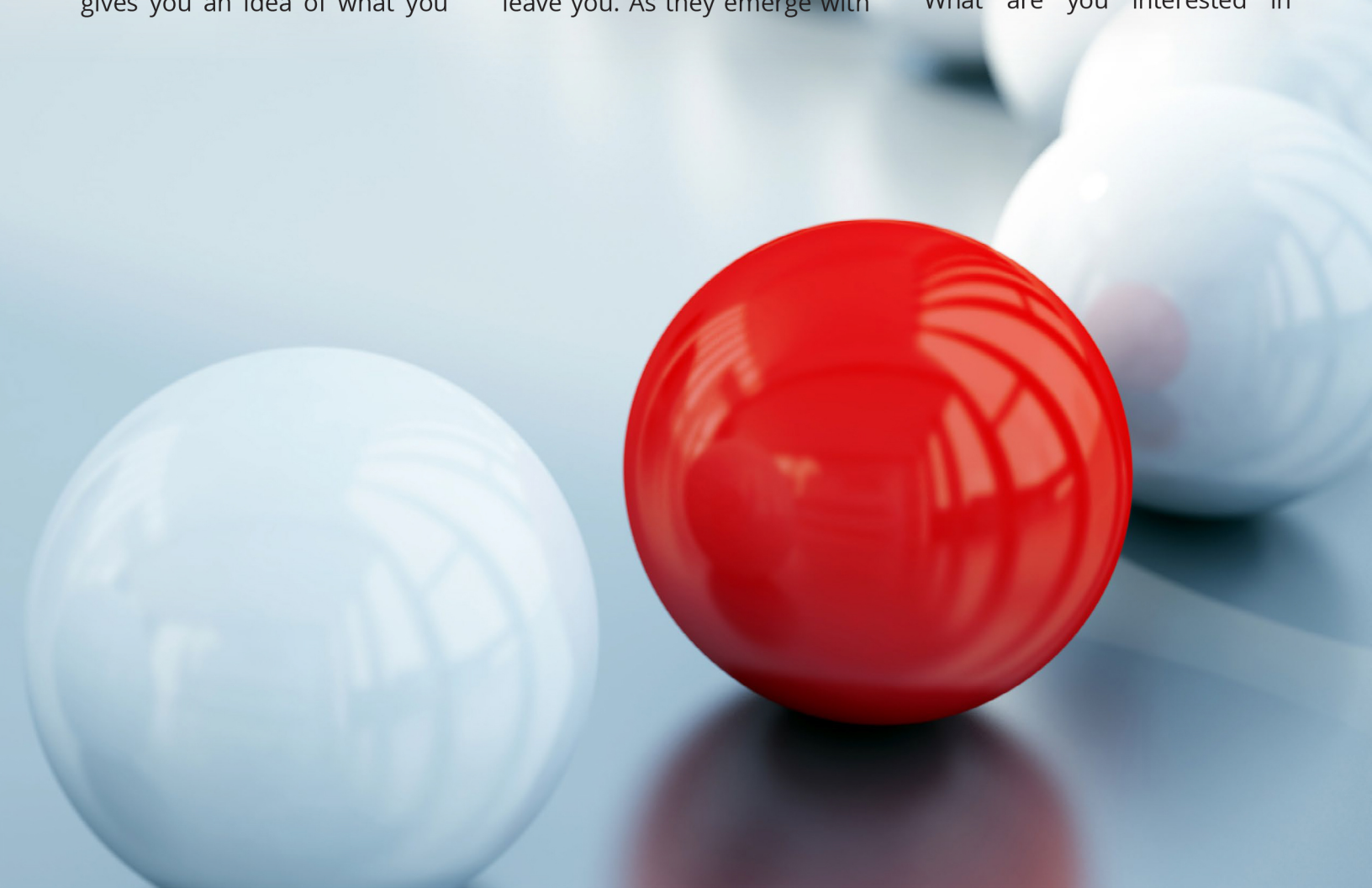
While dreaming about what you'd love to have in your life may seem daunting, you dream everyday. What you dream about for your life is an indication of what inspires you. Dreams don't leave you. As they emerge with

regularity recognize you never have a dream you can't fulfill! The Universe isn't wasteful!

The key is you can live your dreams and inspirations if you're willing to do what it takes...and once you commit yourself to what inspires you, you're unstoppable!

First, simplify the process.

Create a plan in simple steps that you can implement in a specific time frame: a week, a month, 3 months, 6 months, a year. Let's say you'd like to write a book. What are you interested in



writing and when do you intend to publish? Keep a journal of your thoughts to log the words and ideas that inspire you.

Second, chunk those time frames into steps you can implement. To be an author, start a blog, script an article, write poetry. In other words, start the process! The creative words in you are flowing.

Harness them into your writing.

Third, implement each step one at a time to get closer to your dream of being that author! That means start with the first step because every step you take brings you closer to living your dream. You can join a writers' guild, attend a lecture on authorship, take a writing

course. You can even publish your work and give it as gifts to your friends!

Take a step every day in the direction of your inspirations. You're a work in progress. When you focus on what inspires you, your life has greater meaning.

A life based on inspiration fulfills its purpose.

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.

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EMPTINESS & SUBSTITUTES:

GET IN TOUCH WITH YOUR TRUTH

BY ROCHELLE FORREST

When we separate from God, we feel like there are holes in our souls. But filling the emptiness from the outside doesn't work! It's time to create awareness of how YOU may be filling up your void!

Emptiness comes from feeling depleted but not knowing why. When we feel run down and burned out or when we are depressed and unhappy, we are experiencing some degree of separation from our source. In order to alleviate the pain of feeling empty, we try to fill up from the outside with substitutes for God. We constantly seek out the comfort and familiarity of food, sex, work, money, drug, alcohol and even social media! These substitutes might offer a brief spark of temporary flame, but they don't last. You can't be fully renewed and full-filled without re-remembering Source.

The only way to feel whole and to be in the Light is to re-member who we are in God. We are one with the Universe. WE are limitless in Spirit! The truth is nothing will fill up that nagging emptiness except the Love of God. Everything else is a substitute.

Many of the things I've mentioned can be responsibly enjoyed and can even be expressions and celebrations of your love, but only once you've first re-remembered the love that you are, as a part of God. Otherwise, such substitutes merely cloud your truth. They hide your light and obscure your true power, making it impossible to discover your real purpose in the world.

Just becoming aware of the use of these substitutes can be a powerful practice in re-remembering. Here is a suggestion: Take 15

minutes to identify your personal substitutes and the things you use to fill up from the outside when you are feeling empty. Some common answers include work, drugs, alcohol, pornography, social media, or staying busy all of the time. Mine is pleasing. It is like I feel like I need to earn love. I am working on feeling loved up from the inside out!

Notice how just about anything in life can be a substitute, depending on how you

use it! What impact is it having on your life? What do you really want in life? Is this how you want to spend your time? What we give our attention to automatically grows!

If you need a guiding light go to Amazon.com where you can purchase my Re-ignite Your Inner Light Workbook or go to my website to grab a FREE copy of the eBook version of my book by the same name.

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.

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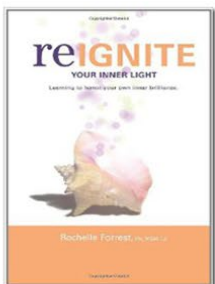


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IT'S NOT WHAT YOU SAY, BUT HOW YOU SAY IT THAT HURTS

BY JACK KLEMEYER

Context is a funny thing. In one context you can say something and it is a harmless comment, but in another context the statement is devastating.

Remember, context is the set of circumstances or facts that surround a particular event, or situation, which gives the episode context.

Recently I was talking to a good friend who was in a less than chipper mood. As we talked I discovered that one of his supervisors had said what would otherwise be harmless except for the context in which the supervisor made the comments.

You see, my friend was told that his annual evaluation didn't really matter. His salary could not be increased since he was at the

top of his salary range. For that matter, the supervisor continued, should my friend really think he needed an evaluation, then he should just go ahead and write something up and the supervisor would sign off on it.

Here's the challenge ... ok, the *problem*, with this scenario. My friend's personality warranted that he be given feedback on what he did well and what he needed to work on in his role at the company. The old television comedy *Different Strokes* actually hits the nail on the head. Based on our personality, behavior style and human needs, we each need different strokes to keep us moving. Some know within themselves that they have done well while others need to hear it from some outside source.

There are three types of feedback according Thomas Connellen, author of *Bringing Out the Best in Others*. **Motivational feedback**, which is encouraging feedback like “good job” or “way to go!” **Negative feedback** which is also corrective feedback that sounds like “try it this way” or “next time try...” and lastly, the most destructive form of feedback, which is **no feedback at all**.

No feedback is so destructive that it actually

causes extinction. Extinction in the business world costs money, lots of money. It shows up when people leave and, according to the Gallup Corporation, the No. 1 reason why people defect, leave, quit or move to another company is because of the relationship with their direct supervisor.

Learn to give good feedback. Be aware of the context you are in and be aware of the needs of the people you serve, I mean, lead.

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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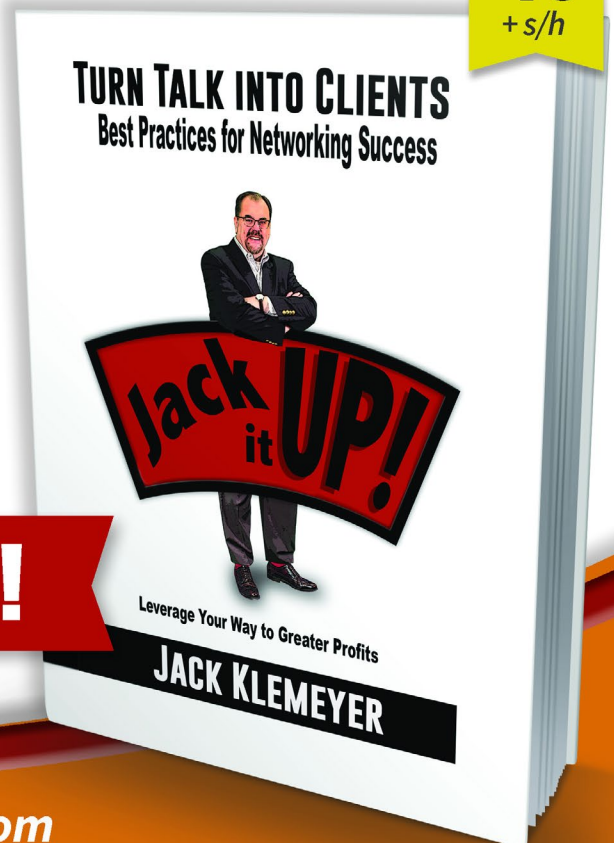
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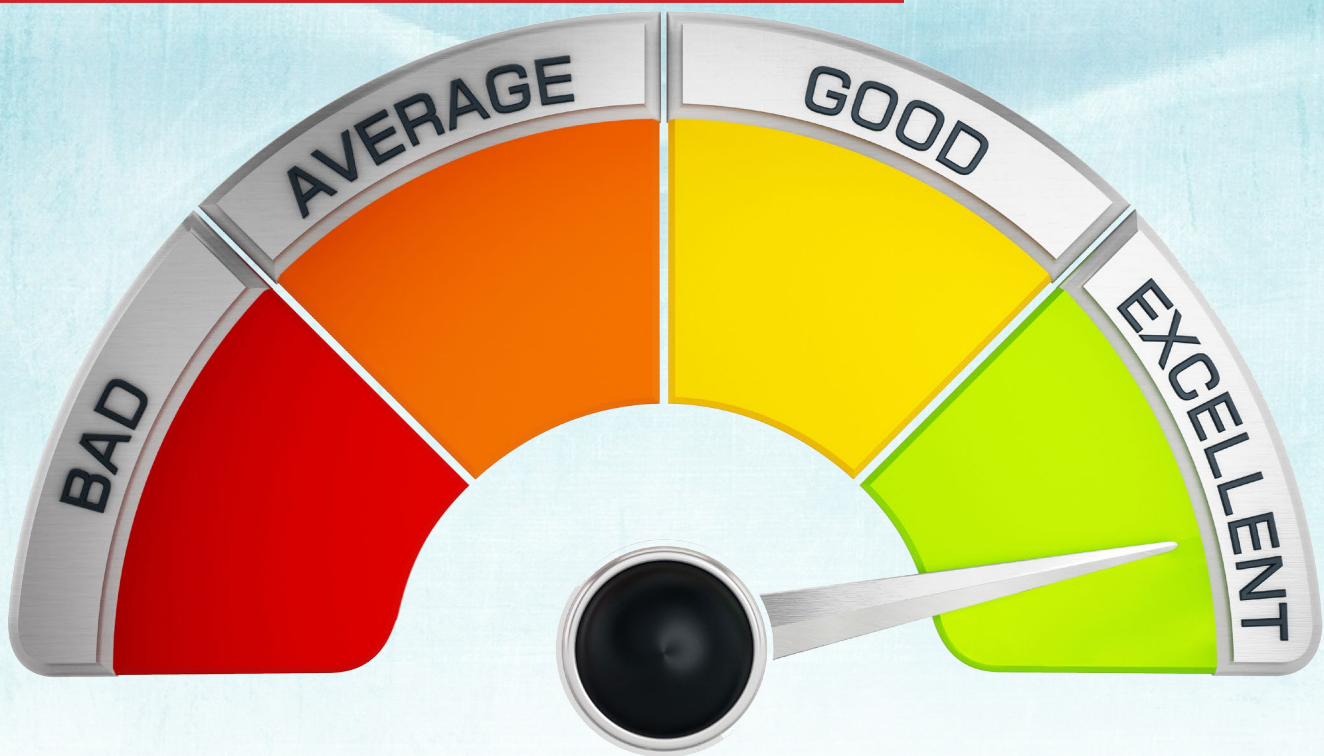
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PRODUCTIVITY

TIPS FOR INFLUENTIAL LEADERS

BY BETH CALDWELL

Women who are scattered, overbooked and overwhelmed can't be effective and will never enjoy the respect of their co-workers or staff.

I haven't always been powerfully productive, here are some of the strategies I incorporated into my business to help me shift from frantic to focused.

Guard your time and stop being accessible to everyone. If your door is open to everyone then everyone will come through it. Don't hesitate to put a "DO NOT DISTURB" sign on your door. Try to block off two hour chunks at a time. There is not a lot that can happen that will require your immediate assistance during that time period. If people have to wait an hour to ask you a question, they'll often find the solution on their own.

Stop answering the phone. Most of the time, people who are calling you are people who want you to solve THEIR problems. Give them some time to solve their issues without you. Put

your ringer on mute when you want to focus on your tasks. Check your messages several times during the day and return important phone calls promptly.

Stop solving problems that can be solved without you. If your staff has a problem that needs solving, avoid the temptation to solve the problem for them. Instead, ask, "What solutions have you tried?" They may not have a response for you. You can reply with, "Let's try this. I have a deadline that I need to focus on right now. Try to come up with two possible options and we can discuss this again tomorrow. I can talk to you for ten minutes at 8:45am." It won't take them long before they begin to solve problems without you.

Shift to shorter meetings. First of all, ask yourself if this topic even requires a meeting...and secondly stop scheduling the traditional 30 or 60 minute meetings. In fact, don't even call them meetings. Instead call them briefings, and schedule them for

10 or 20 minutes. and if possible do them on the phone or by web meeting, so you don't have to leave your space. Begin each gathering by announcing the end time and the purpose of why you're together. This will remind everyone to stay on topic and get you all back to work quickly.

Finally, Don't overbook yourself. Be realistic about what can be accomplished in a day and don't

fill every minute with tasks and projects. As a leader you have to account for things that you'll be called into. So be wise, and allow time in your calendar to deal with the unexpected.

As a woman of influence, how you manage yourself has a ripple effect on your team. I hope these tips support you in becoming an influential time/life management role model.

Referred to by her clients as "The Provocative Leader", **Beth Caldwell** brings a refreshing style to leadership and innovation. She works with companies who need help to confront conflict, deal with drama, and make important decisions. Beth is best known as the founder of **Pittsburgh Professional Women and Leadership Academy for Women**. Her books include *I Wish I'd Known THAT! Secrets to Success in Business*, *Inspired Entrepreneurs*, *EMPOWER*, *INSPIRE* and *Smart Leadership: 12 Strategies to Help You Shift from Ineffective Boss to Brilliant Leader*.

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WORKING WITH PURPOSE

BY ANN N. GATTY, PH.D.



Employee happiness can no longer be an afterthought for businesses, especially when you consider that 75 percent of job seekers say that company culture is just as important as salary. Today's workforce wants to know that they make a difference and wants to be involved in a mission that, in some way, helps those around them, both near and far. They want to see proof that each individual's input adds to a larger organizational contribution to the community it serves. We know that people ideally strive to realize their own personal potential through ongoing personal growth. But with this new generation, in addition to their own personal development, they like to feel a connection between the work they perform and a positive societal impact.

This connection is what propels employees to go the extra mile. If the connection is not fulfilled, then even extravagant perks will not keep employees inspired for very long, let alone be willing to be long-term employees. They want assurance that what they're engaging in each day through their work is contributing to the greater good of the world. This is especially true with Millennials. According to a recent survey by Deloitte, six out of 10 Millennials stated that a "sense of purpose" was part of the reason they chose to work for their current employers.

The best way to unite an organization with its workforce is to clearly define the organizational purpose and allow for employee input so that they feel aligned with it. Organizational purpose is the

glue that holds the company together in good times and in lean times. A compelling purpose provides energy to the workforce and propels them forward. As Roy Spence Jr. says in his book, **It's Not What You Sell, But What You Stand For**, "If you have a purpose and can articulate it with clarity and passion, then everything makes sense and everything flows." I believe that an organizational purpose that is embraced by the company culture is one of the highest single variables in whether employees are engaged.

Smart leaders have the ability to unite the culture by communicating an organizational purpose that allows employees to accomplish much more than a series of daily tasks. The organizational purpose should do four things:

1. Define how the organization contributes to society.
2. Define how all tasks are important contributors to this purpose.
3. Energize and motivate the workforce.

4. The mission/vision statement must be easily understood by everyone.

Need help clarifying your organizational purpose? Contact me at my website, [www.](http://www.StrategicPeopleSolutions.com)

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Dr. Ann is an expert at building businesses to work brilliantly. She helps her clients create workable strategic business plans and success initiatives, while improving their workplace processes. She is frequently featured in the media and writes for AllBusiness.com and WomenOnBusiness.com. Her interactive speaking engagements assist participants in discovering new-found talents and skills they can immediately apply in the workplace. To see how Dr. Ann can help you to improve your business, visit www.StrategicPeopleSolutions.com.



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PATIENCE, PROBING, AND PERSISTENCE, ARE THE KEYS TO BUSINESS SUCCESS!

BY THE MERIT GROUP

In the not too distant past patience was not a skill requiring intentional pursuit. Research took longer to document in print, hard copies of the research had to be obtained, news was reported in paper format, and snail mail was the only means of delivery. Patience was simply put a way of life. Along with the blessing of technological advances comes what can at times reflect a curse for the demand of immediate gratification that has spawned from having nearly every piece of information at our fingertips. On the flip side technology affords us opportunities to practice persistence and probing like never before as well. These three practices when acutely performed equate successful business.

As reported by human resource

professionals, managers, and business owners the most difficult hurdle to climb when training a new hire is **the art of patience**. Patience to develop their territory, product, or customer base is the most difficult skill to train a new hire. Upon entering a new job or taking on an entrepreneurial endeavor individuals must practice patience. Realize that growth takes time and while practicing patience further probing and persistence must be implemented.

Probing, or research, is equally as critical in growing a business. Probing allows us to know as much or more than our customer about their needs for your services. Research is ultimately anything that generates or inspires knowledge, so whether

it is uncovering business practices and products of your competition or determining the needs, desires and buying habits of your customers, research is imperative.

Persistence is also a key to business success. Research is bountiful on the Internet regarding the number of customer contacts it takes to make the sale to a customer. Depending on the product, service, or customer, the range of customer contacts needed before a purchase commitment will be made is somewhere between 5 and 18 touches by the average customer. E-mail, file sharing, calendar sharing, social media, and video conferencing are just a few of the contact options we have at our discretion to maintain connected.

The individuals and companies that understand that it takes time and patience to develop business will in turn reap the rewards of success; and that probing through research when performed with diligence and persistence will in fact pay great dividends. Patience

does not mean we merely wait for success to naturally occur; we need to generate it from persistence and probing. Abraham Lincoln was once quoted as saying, "Things may come to those who wait, but only the things left by those who hustle."

If you would like support in developing your key strategies that result in your business success, 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.

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THE BASIS FOR ACCOUNTABILITY AND TRUST – MANAGEMENT BY AGREEMENT

BY MICHAEL KAPLAN

You can't manage anything your people don't agree to do. You can offer, you can persuade, you can bribe, you can yell (you don't do that, do you?), you can intimidate (you don't do that either, I hope) and ultimately, you can fire. But you CANNOT make someone do what he will not do. Let's look at how to create working relationships that really work.

I discuss the Five Principles of Working Relationships in a blog post, so if you'd like to know more be sure to go read that. The first two Principles provide

the basis for accountability and trust with your employees, they are Management by Agreement and Management by Exception.

Here's how I helped a client of mine use management by agreement to solve a problem that was a source of frustration for him.

He owns a retail company and was having difficulty holding his people accountable for keeping the office, break room, and restrooms clean, organized and stocked. Now, can you

imagine the impact of unclean restrooms that are also used **by customers??** Not good, right?? It reflects badly on the store.

In the past he'd brought the group together to solve the problem and this is what happened: **They blamed each other.** Said "It's not my job," "I thought so and so did it" or "It's not my turn."

I suggested he implement management by agreement; so he brought the group together once again. They decided to agree on a system to prevent this

from happening in the future. Together, they developed a list of what needed to be done, a calendar of who was going to do it on what days, along with a checklist to indicate what had been done with the signature of the person who actually did it.

The next time we met, he shared that the new system was

working and the problem was solved. The area is now clean every day and he is no longer frustrated by that issue.

Do you see how this simple system solved a problem that impacted customers, employees and the owner?

Remember, if employees don't agree, you can't count on the

result – and that's what this is all about, isn't it? If you can't count on the result, you can't be free to work on your own results and that can impact the growth of your company. See how important this is?

If you would like assistance with this topic or any other, visit my website to schedule a complimentary consultation.

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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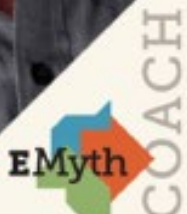
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WHEN BEING AN EXPERT IS DANGEROUS

BY DIANE HELBIG

Are you asking the right questions during a sales appointment? Unsure what those questions are? No worries – I am going to tell you in this article.

When we enter a sales appointment we are focused on the product or service we are selling. And most of the time, when we ask questions we only ask about the situation that our offering deals with.

And that, my friends, is where we go wrong. There are 3 critical questions we should be asking, and getting the answers to.

The first one is this – **What is your decision making process?**

We need to know this so we can be sure we are talking to the right person or people. We don't

want to ask the person if they are the decision maker because that will make them defensive. So, if we just ask them what their decision making process is they are more likely to answer it. This lets us know what we can expect from them as we go through the sales process. And if we discover there are places in their process that could be dangerous for us, we can try to work around them.

An example would be if the person says that they gather information, give it to their boss, and their boss decides which vendor to use. We could offer to be involved in the meeting when our contact shares the information with the boss. That way we can answer any questions the boss has and our contact won't be in the difficult

position of having to try to explain our product or service.

The second question is – **Do you have a budget for this?**

Notice I did not ask – what is your budget? That's intentional. Most people aren't comfortable sharing their budget. They think the vendor will charge more if they know they have room. Asking them if they have a budget gives you some insight into how much thought they've given to this issue and how prepared they are to move forward. If they have a budget you can ask them if they would feel comfortable telling you what it is.

They are more forthcoming with information the more you can learn about them, their

situation, and whether they really are a good prospect.

The third critical question is – **What would it mean for you, or your business, to have this situation resolved?**

This helps bring your prospect

to a place where they can feel the solution. When they are more attached to the outcome, they will be more interested in exploring what you have to offer.

These are questions that are terribly important in the sales process. Knowing the answers

to them will give you more critical information and that will help you determine whether it makes sense to continue to move forward with the prospect.

If I can be of help to you in crafting your sales process, reach out to me 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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