

# SOAR to SUCCESS

January 2017

MAGAZINE

# LEE

# DROZAK

CREATING A LIFESTYLE  
BUSINESS USING  
TECHNOLOGY

**Create a Powerful  
Vision for Your Life!**

**Are You Eligible  
for the Research  
and Development  
Credit?**

**PLUS:**

- + Two Simple Words!
- + It's 2017, Are You Prepared?
- + It Takes Courage to Begin To Climb
- + What's the Secret Key to Operational Maturity?
- + Make Your Brand Statement or Polish Your Professional Brand

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PAT ALTVATER



Soar to Success  
AFP Marketing  
BizTV Shows

## Don't Waste Time Doing What Isn't Your Specialty

When I first started my business in 2010, I needed the money I made from my operations to help support my family and so I tried to do everything – even the things that took me forever to figure out - just to keep the maximum amount of money in my pocket. However, I quickly learned to find ways to use experts in the tasks I needed done, by budgeting my resources so I could afford their services, bartering, or outsourcing. As you know, there's always a way to figure out how to get what you want and what I wanted was to protect my time. What a difference it made.

I decided to write about this topic because it came to my awareness again this month due to a volunteer position I hold. I am the VP of Marketing for NAWBO Cleveland; one of the responsibilities is to create the monthly meeting graphics. I followed the format of my predecessor and got them done each month. That is until a graphic designer became part of my committee and I delegated the job of creating those meeting images to her. I just saw her first ones – OMG...there's such a difference between hers and the ones I had been creating. Not just a slight difference but a HUGE improvement!

That just reinforced my belief that as small business owners we should allow people to do what they are passionate about by hiring them to do what we need, if it is not related to our expertise. Do you agree?

Speaking of protecting our time as small business owners, be sure to read about how our featured expert, Lee Drozak, has created a lifestyle business for herself by leveraging technology to give back time.

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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# LEE DROZAK

## CREATING A LIFESTYLE BUSINESS USING TECHNOLOGY

Lee Drozak helps her clients end “**website shame**,” and brings the “**WOW**” to their internet presence.

Lee got started in business like many entrepreneurs do, on a part-time basis. When her daughter was attending college and additional family income to help cover the little things associated with college would be helpful, Lee discovered that she could use her skills and work from home. So in 2008, she started her business by becoming a Virtual Assistant (VA).

However, once she took an elective class in C++ coding, it opened up a whole new world for her and she fell in love with technology. About this time, WordPress started to become more popular, and not just as a blogging platform, but as a business website platform. Lee began dabbling in that when her clients started referring their clients to her for support in WordPress. The light bulb went off, and Lee thought

***“Hey, I can use my coding background, I can use my marketing background and I can help people solve their problems”.***

That began the transition away from her virtual assistant work to what her business has become today. She began promoting her new website design capabilities as a personal brand to take advantage of the goodwill she had built over the years with former clients.

That transition wasn't simple by any means. With the new growth, she had to decide what clients she wanted to keep and which clients she needed to let go. She was forced to take a hard look at her business and decide what was profitable and what was not. Doing tasks that she had outgrown for her virtual assistant clients was robbing her of the valuable time she needed to create and design websites for the more profitable segment of her business.

Currently, her business, LeeDrozak.com, creates websites that are both user-friendly and appealing. According to Lee, there is a difference between having a website designed or having it developed. Designers create visual appeal and balance, while developers create function and usability.

Lee integrates both – she designs and develops websites that are functional, but also provide enough information to show how prospects needs can be met from the products and services the company provides. A business' website needs to be a reflection of the overall persona of the business and its staff. As Lee says, websites need to be appealing to the eye, but more importantly, they must reach that client's target market and help them realize how they can be helped.

Lee told Soar to Success,

***“Doing business now is not like doing business 10 years ago. The whole game has changed and the focus isn't on selling yourself, it's selling how you can help them.”***

Lee talks about “website shame.” This happens when an internet presence is neglected and not updated on a regular basis. Information is incorrect or outdated and/or the site is difficult to maneuver to find the information the prospect is seeking. It could be that the site is not pleasing to the eye or it is not evident how the perfect client's needs will be met. In other words, it does not attract the viewer to take action to contact the business.

Here's a tip from Lee: Unless the prospect is seeking a surgeon to perform a delicate operation, visitors to your website do not care about the accreditations behind your name. Visitors to your website only want to know how your business



can solve their pain points and easily find your contact information. It is important to explain your experience and education, but that comes later in your conversations with them.

Lee's business grew over the years, as well as, her profitability, but she noticed that something was missing. Her original vision of building a thriving business that allowed her to work from wherever and whenever she wished, was not working.

She assessed the situation and then revamped everything. The result is that she has created a truly upwardly mobile business. Now, she and her husband can spend time in their RV when they want to. She no longer works on weekends nor keeps a set schedule. For example, Lee said, "if I am feeling more creative in the morning, I can do my work in the morning or if I am having a sleepless night, I can just sit there and work on websites all throughout the night." And now that she has this, her real vision is to help other people have this type of lifestyle business too.

According to Lee, it's about utilizing technology that allows you to automate processes – not just as part of your website, but overall in your business. Using technology, you can remove redundancies and that frees up time, which gives you choices. This time can be used to grow your business and help more clients or to have lunch with people that you haven't talked to in forever because you're consumed by your business or take a trip and know your business will survive. Lee said,

***"I've been through the trials and tribulations; I know what works and what doesn't. What works for me isn't going to work for everyone, but maybe together, we can find that one thing that's going to work for you, to help your business. And that's***





***what I'm all about now. It is just to help people achieve their personal and business goals by discovering the technology that's out there and figuring out how to use it to your advantage."***

An example of how Lee takes advantage of technology is her use of an appointment scheduling application called Let's Chat. Before Lee talks with a new prospect, they complete an

online questionnaire and are then taken to her online scheduler to book their free consultation. This allows her to learn about the prospect, as well as, their business goals and ideas and get that complimentary phone call booked without the back and forth email that it sometimes takes.

Lee is in a very good place with her business right now. She has realized her goal of having the freedom to work from wherever or whenever she wants. She feels truly blessed with a business that is thriving and a husband who is her biggest supporter. She has also achieved her perfect work-balance with a circle of friends, as well as, two children to add variety and joy!

If you would like to learn more about Lee, visit her website at: [LeeDrozak.com](http://LeeDrozak.com) and schedule a no-charge discussion with her by setting an appointment at: [LeeDrozak.com/letschat](http://LeeDrozak.com/letschat). Also be sure to visit our website to listen to our complete interview with Lee Drozak.

## TOP 3 TRAITS TO SOAR TO SUCCESS

Soar to Success asked Lee to outline three traits that she found in successful people.

The first is that she feels that to operate a successful enterprise, the owner and staff must maintain an **open mind**. They can't say, Oh, this is the way we have always done things, but instead must be open to real change.

Second, they must be able to **embrace their failures**.

***"Every setback that my business has encountered over the years has allowed me to grow, because it forced me to face what***

***wasn't working and change it to something that would."***

For her third trait, Lee feels that **listening to one's gut or inner feeling** is an important factor.

***"If it doesn't feel right, don't do it."***

She has learned from her own experience, just because something works for a larger more successful business, doesn't mean it will work in your operation. Make sure you are totally committed to a change or a new practice before you try it.

# TAX CREDITS

## ARE YOU ELIGIBLE FOR THE RESEARCH AND DEVELOPMENT CREDIT?

It's Not Just For The Big Corporations With Science Labs

By Tina Moe, CPA

Congress created the research and development tax credit in 1981 as a temporary tax incentive for companies who were conducting research and developing new products and services. Referred to as the R&D tax credit, this temporary tax credit was allowed to expire 16 times over the years before being made a permanent tax credit effective as of January 1st 2015. This was definitely good news and it was made even sweeter when Congress made some additional improvements to the credit that opened the door for smaller companies.

The R&D tax credit is a dollar-for-dollar reduction of tax liability and, previously was only allowed to be used to offset regular income tax. Now, as

of January 1st, 2016, eligible small businesses can also use the credit to offset alternative minimum tax. For the record, an eligible small business is defined as a business with less than \$50 million in average gross receipts for the 3 preceding years.

Congress also decided that if you're a qualified small business, you can use the R&D credit to offset your employer FICA match for up to \$250,000 a year. A qualified small business is defined as having less than \$5 million in annual gross receipts and having gross receipts for no more than 5 years. This means that newer businesses can potentially benefit from the credit before generating taxable profits.

You might be wondering if any of your business activities qualify for the credit. Typically a company that is engaged in activities that create or improve a product, technique, process, invention or formula is a possible candidate for the credit. Are you conducting research, creating software applications, modifying existing processes or systems or testing out new materials and concepts? Maybe you're designing and testing prototypes or product alternatives, creating new designs or developing new manufacturing processes. If you're engaged in any of these types of activities, you just might qualify.

Expenses that qualify for the R&D tax credit include wages paid to



# Research & Development



both owners and employees performing a qualified service as well as supplies that are directly attributable to the qualified research activities. If you contract your research activities out, you may be able to claim up to 65% of these expenses as well.

As with most, if not all tax deductions and credits, the IRS does require certain

documentation to substantiate the R&D credit. There are 2 methods available when documenting your qualified research activities; the project approach and the departmental approach.

The project approach requires detailed time tracking throughout your project and the departmental approach uses various sources of information

to develop a time estimate. The R&D Tax Credit and other related tax breaks save U.S. businesses more than \$12 billion annually. If you're engaged in any activities that you think might qualify, it's worth taking a closer look at the R&D Credit.

If you have questions about this or other tax and accounting topics, send me an email or visit my website.

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



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THERE MUST  
BE SOMETHING  
**WRONG**  
**WITH ME!**

By Joan Washburn

Why does every project take longer and cost more than you planned? "This should only take a few minutes" inevitably turns into an hour. Determine how long a project should take, then multiply it by three - there's your real timeline. And, staying within a budget on any project can be quite a challenge.

There are 3 very specific reasons why this is so. Knowing them better prepares you for the inevitable surprises that pop up almost as soon as you start something new.

**One is IMPERMANENCE** - nothing stays the same in its original form. Good or bad, nothing lasts forever. Yes, things are transient and impermanent, but when you get frustrated, keep in mind, their impermanence is often what gives them value.

**The second reason is UNPREDICTABILITY.** Things happen that you just can't predict - an unexpected expensive vet bill, your contractor gets sick, a tornado. It could be anything. No matter how much planning we do, we are not able to accurately predict the future.

**The third reason is DENSITY or natural limitations.** Whenever we plan something - like going on a vacation, redecorating a room or changing jobs - it lies in our imagination where the sky is the limit. However, as soon as we began to take the necessary steps to make it happen, we begin to experience the natural and normal limitations of the world in which we live - there is only so much time in a day, so much money in the bank. So, of course, it takes longer and begins to cost more than planned.

When faced with unexpected obstacles to an idea, we often begin to think “This is harder than I thought. It must not be meant to be” or “Must be bad timing, I better wait”, or “I thought I could do this, but I just don’t have what it takes”. So

we give up or put it off thinking there must be something wrong with us, the timing, or the idea itself. Not true.

Keep in mind the 3 properties of the world in which we live – impermanence, unpredictability and density! When they

inevitability show up, you may need to be flexible, take smaller steps and/or get some support, but whatever you do, don’t give up.

There is nothing wrong with you, the timing is now and the idea is brilliant!

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



Watch Joan’s video series



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managing the integrity of critical information.

The cloud is truly revolutionizing the way businesses manage their IT, as well as the way they operate. Just take a look at the reasons why cloud users were motivated to make the change:

- 15% chose the cloud for cost savings

- 31% chose the cloud for balancing cost management and value

- 23% chose the cloud for value

When adopting cloud solutions, most people are considering a range of objectives far beyond saving a few dollars, such as flexibility to expand and make changes or ease of collaboration

when outside the office.

The fact is, businesses in today's ever-changing environment must increasingly put their operational maturity at the top of their priorities – and the cloud is often the best way to go.

**Contact me to find out more about the cloud and how it's enhancing business maturity all over the US**

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.



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



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# Make Your Brand Statement or Polish Your Professional Brand

BY BETH CALDWELL



# Brand *YOU* Review

Have you googled yourself lately? Do you know what kind of image you project to your potential employers or clients? Your image combined with your business presence is referred to as your “personal brand” and it’s something you can leverage to stand out from your competition and position yourself as a leader, authority and expert.

Having a polished and professional brand can help you to be noticed, perhaps for a promotion, or to earn a contract, be invited to serve on a board, or be interviewed by the media.

The Internet makes it easy for you to polish your brand quickly and create a brand-statement that matches your image offline, too. Here is the advice that I give to my clients to help them keep their brand updated:

**Have an interesting introduction.** When someone asks, “What do you do?”, the reply should be interesting and understandable. Have confidence when you reply and answer

the questions WHO and WHAT. Here is a branding secret: you don’t need to include your title or certifications immediately when meeting someone!

For example:

“I help business women succeed.”, or  
“I help entrepreneurs get noticed by the media.”

**Google yourself** and review how you appear online. Be sure that your social media profiles, your website listings and any professional or alumni organizations that you belong to have the most up-to-date information listed about you.

Update your professional bio. Be sure that your bio is current and includes any recent accomplishments, awards, recognition and media appearances.

**Have a RECENT professional photo.** It’s important that your photo be updated about every three years. This is something

you don't want to skimp on. If you use a hobbyist, a student or non-professional photographer, that will be reflected in the quality of the image.

I know it can feel a little awkward to promote yourself, but this is an important aspect of marketing and career-building. If you find yourself resisting the idea of improving your image, I encourage

you to work with a coach or a branding consultant.

Remember that you are a work in progress, and you are continually evolving. When you allow yourself to stand out as a woman of excellence, you give other women the permission to do the same.

Here's to your professional brand and your continued success.

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*.



Watch Beth's video series

Connect with Beth at her website and on



*Smart*

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Insight • Integrity • Influence • Inspiration

# SUCCESS NEEDS PREPARATION

## IT'S 2017, ARE YOU PREPARED?

BY MICHAEL KAPLAN

We just came out of December – did you know it was **National Write a Business Plan month**?

**Did you write yours?** It's OK if you didn't; it's not too late to get started creating a plan to make this your best year ever. If you have a vision for what you want your business to become and if you really want to make that vision a reality, then creating a plan that is your map to get you there just makes sense.

Use the following six tips to guide you:

**1. Be specific and realistic about what you want to achieve.** This step is about gaining clarity around two things. First, you need to be clear about your vision for the business; that is what you want your business to achieve. Second, you need to be clear

about how you'll use your business plan to achieve that vision. Your business plan is a statement of your vision and a current description of the main strategies and tactics you'll use to make your vision come true.

**2. Choose a time horizon for your plan.** Since we are focused on 2017, you can create a plan based on this one year. It's short enough that it's likely to not significantly deviate and long enough to be a meaningful contribution toward your vision.

**3. Get organized.** It's key that you make a commitment to devote the time, attention and resources to creating your plan. Eliminate overwhelm as much as you can.

**4. Think about how you'll get others involved.** Getting others within your organization to contribute to the creating of the plan, not only creates a sense of shared commitment but you also get the benefit of more knowledge and help. The engagement that people feel when given an opportunity to participate at this level of business planning is definitely worth it. Decide who within your organization you'd like to have involved.

**5. Make it flexible.** Don't think of your plan as a rigid "final product" with every detail pinned down. Think of your plan as a living, growing document and welcome opportunities to add to, revise or even eliminate parts of your plan as new



information becomes available. Whatever you do, don't follow through with something in your plan, just because "it's in the plan!" Stay flexible and be open to change, when you do, you'll have a business plan that serves your company well.

**6. Use milestones.** You'll find that if you break your annual goals down into achievable

milestones, you will keep yourself and others engaged throughout the year. A way to do this is to make sure every goal has a project associated with it. Then determine the high-level tasks necessary to complete the project. Give each task a due date and assign accountability for accomplishing that task.

Now that you are organized and

have laid the foundation using the six steps above, it's time to continue moving towards the creation of your plan. Watch my video to learn how to determine the benchmarks needed for the writing of the plan.

If you would like some assistance with the creation of your annual plan, reach out to me and schedule your 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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# Oils of the Bible

## *Ancient Wisdom for Modern Healing*

By Debra Reis, RN, MSN, NP

As we come out of the Christmas season, we've been reminded of the Biblical stories of essential oils given to the Christ child. But have you ever wondered, why these gifts? Here are some ideas on why these oil gifts were chosen and their importance for today.

We recall the story of the three wise men bringing gifts to the Christ child which included Frankincense, Gold and Myrrh. Frankincense and Myrrh were considered oils of royalty. In ancient times, Frankincense was highly regarded for its healing and spiritually uplifting qualities. Today, Frankincense has been studied for its value to support the immune system. Many people find that this oil enhances their meditation practice.

Myrrh essential oil was valued for its purification as described in the Book of Esther. Known as reddish tears, it was used by midwives of the day to aid in the delivery

of the baby. In modern day, myrrh oil is a wonderful oil to bring balance to our body. Myrrh is often added in lotions to support healthy skin care.

Another resin/essential oil used in Biblical times was Balsam. In some areas of the world, Balsam is referred to as liquid gold. So, some theorize that the gold given to the Christ child may have been balsam oil or resin. This also was known as a royal essential oil. Today, we know that Balsam has benefits to the immune system and supports the respiratory system.

When they opened up King Tut's tomb in 1922, the jewels and other belongings were intact but the essential oils were stolen. However, the vessels that held these oils still had the resins remaining. When these resins were tested, guess what they found? Frankincense, Myrrh and Balsam!

As in ancient times, these 3 essential oils are highly respected today for their healing qualities. Consider diffusing one or more of these oils for relaxation in your office or home area. Frankincense is very uplifting and Balsam has a Christmas tree aroma.

I provide educational classes on essential oils including this topic, oils of the Bible. If you would like to contact me for presentations and/or educational offerings on essential oils or other supportive therapies, please visit my website at the link below.

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](http://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

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Love  
your  
Life



# CREATE A POWERFUL VISION FOR YOUR LIFE

By DocPenny Kowal

Would it be all right with you to live an extraordinary life instead of a mediocre life? January is the perfect time to create the vision for the "life you would love to live". Notice that I said, Love, not, just Like! It's important to live a life we love! What would you love for yourself, your family, your community and even the world?

Your vision represents the dreams you have for your life. What has meaning and a sense of purpose for you? What are you curious about? What is yours to do in this lifetime?

What makes your heart sing? What are you doing with your life so that you know you are making a difference?

One reason to create a vision is being discontented with your current life. Discontentment means you have an urge to grow. We all have the urge to grow, to expand, to develop. Discontent is not unhappiness; it's more a sense of what's next, what is my next learning?

Another reason to construct a vision is to create a personal

world of Inner-Ease. Physical reality is so full of change and unpredictability; sometimes it's more than we can keep up with. By having a clear vision for your life, you create an oasis of calm within yourself. You can build your capacity for resilience into your vision by asking yourself, "How can I BE more?" Notice, I didn't say, "DO more!" BEING more is quite different than DOING more! In this 24/7/365 world of complexity, plan to actually get off the fast-track.

There is no need to wait for

retirement. Vision is about living the life you would love right now. Without a vision, you end up on the same road you have always been traveling or on a different road you had no desire to be on. Get clear about what it is you truly want for your life; otherwise, you will continue to produce the same behaviors and results.

As you write your vision, be specific and write in present tense as if it is already so. This compels you to live and act as if your vision is already here. Let your imagination run wild! Show up BIG and BOLD! This is no time to be shy or timid. Scare yourself with excitement and enthusiasm over your future.

Remember to include how you want to use these six forms of energy in your life: Money, Time, Physical Vitality, Relationships, Enjoyment and Creativity.

Go to my website, [www.docpennykoyal.com](http://www.docpennykoyal.com) for my article, "The Power of Visioning the Life You Will Love to Live."

Penny Koyal coaches busy professionals to re-Invent their life, learn new ways to recharge their inner battery, become more resilient and able to easily handle life's unpredictability, uncertainty and constant change.

When we are stressed out, frustrated, unable to sleep, cranky, or cynical, life becomes overwhelming and unmanageable. With Penny's practical coaching, clients learn to use simple tools, on the go, to build resiliency in all areas of life, physically, mentally, spiritually and emotionally. With Penny's support, clients build a life they will love to live by learning how to intelligently manage their energy in order to experience better sleep, improved teamwork, better morale and less stress.

Connect with DocPenny on her website and also on



Watch DocPenny's video series



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# New Year, New Outlook on Life!

By Deitra Hickey, PhD

Have you ever woken up and out of nowhere, asked yourself the question, "Is this my life?" Or felt that you just thought things would be different at this point? This thought-process is extremely common and there are ways to take control of our self-sabotaging thoughts and take action if need be. Sadly, the research shows that only 1 in 3 Americans are very happy and content with their lives. I think the haunting question we ask ourselves; "Is this really it?" contributes to this statistic. Maybe you are at a job that is less fulfilling than you hoped, or in a challenging relationship, or it could simply be that you are a certain age and some facets of your life are simply "different" than you thought they would be.

Often times, the natural post-reaction to these thought processes are disillusionment, feeling down or self-defeated. In actuality, it could be an opportunity to re-focus or find new perspective. The healthiest way to tackle these feelings is to evaluate your life and look at the areas of discontentment with two angles: those items that

you have control over, and the items that simply require acceptance or a new outlook. Of course, sometimes this is easier said than done and I am not referring to tragedies that derail someone's life completely. But in general, we are often unrealistic idealists and if we fall a little short of arriving where we thought we would be because naturally we tend to have too high of expectations for ourselves, too high of aspirations and ideals we often have to handle the reality that life isn't exactly as we pictured. Most of us expect life to happen faster, our success to come easier, and our path to be clearer. But often, our dreams for the future leave



out some of the challenging parts—the fatigue, the curveballs, the strained relationships...etc., and we find ourselves frustrated.

If you have woken up recently and made the statement, “Is this it?” then evaluate your life and tackle those facets in your life that require a change and accept those things that cannot be adjusted. You may find that your expectations were a little unrealistic; or your ideal situation may

just take a little more time, or you may need to look at the positives and understand that almost every circumstance could always be worse.

Make sure to honor yourself and shower yourself with gratitude and love focusing on what is going well in your life. As soon as you tweak your perspective, you may find that the positives may start to overshadow the areas in your life that you wish were different.

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

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



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# Apply What You Know

BY LILLIAN ZARZAR

What are you doing with everything you know?

Over your life time you acquire a significant amount of information. What you know and what you do are two different processes.

What are your values? What do you believe to be true? Why do you believe it? How did you learn it? Your values and beliefs are underpinnings of behavior. Therefore, to apply what you already know means to use your wisdom.

Do you know these expressions?

“Take time for yourself”

“Listen to your inner voice”

“Find what inspires you”

“Love what you do so you can do what you love”

“Set goals”

“Be a victor, not a victim”

“Eat right, get enough rest, exercise regularly”

Are you applying what you know? You are the CEO of your life and the quality of your life depends on the decisions you make about what you choose to do. You are in control of what you do no matter what the situation!

Here are three simple yet profound tips to apply your wisdom:

**First, enjoy the daily rituals of your life.** Becoming a fully integrated and healthy human is a process. Commit each day to be your best no matter what happens. Make the choice daily about your attitude. Sure, times get



rough, but how you handle the roughness is in applying of your wisdom. Act on what you know.

**Second, recognize everything in life is purposeful.** Everything in the world provides a service to you and others. Take advantage of opportunities that present themselves. When you make a mistake, you learn. Therefore, you benefit from whatever happens.

**Third, appreciate your life.** Take time every day to center yourself and be grateful. Gratitude prevents stress. It keeps you focused on what is most meaningful to you. Consider what you are thankful for daily, even during those challenging moments.

Remember, you know more than you use. Master your life – and live with purpose and conviction. And every day, be grateful!

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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# IT TAKES COURAGE TO BEGIN TO CLIMB

BY ROCHELLE FORREST

Are you happy? If you ask most people that question they'll hem and haw and not really answer. I think that's terrible. Here in the US our constitution guarantees us the right to pursue happiness. I think sometimes we get so caught up in the pursuit that we forget to see the happiness that is around us every day. We think when I'm thinner or richer or someplace other than right here, like over 'there', then I'll be happy. What I have learned so far in my life is, there's no 'there'.

Whenever you get to where you thought you needed to be, there's always something else. Something you want to accomplish, something else you

feel that you need, some trial you need to get through. It's always something.

Well guess what? It's always GOING TO BE something. Life is just like climbing a series of mountain peaks. You climb and you work and you climb and you sweat and you get there!

And there's another peak. Drat!

What we need to do is learn how to live as we climb. Courage is the key- when you're going to put yourself out there, to do something magnificent or significant, you need to have courage. You need to believe in yourself. You have to know

you're going to do it, whatever 'it' is, no matter what. You need to trust in your own dedication to the accomplishment. That doesn't mean you aren't scared. That doesn't mean you won't stumble. It doesn't even mean you have the faintest idea how you're going to do whatever it is. It just means that you're going to do it anyway.

Building your courage muscles can be very scary. It is so much easier to stay safe with what you know. To do what you already know how to do. To stay with the same people. But just know that some of those people are going to try to hold you back. They think they're saving you



from yourself. Protecting you from hurt. Or there are not so nice reasons. They don't want you to leave them. They don't want you to succeed where they haven't even tried. There are all kinds of reasons. So you have to pull your courage out and tell your friends and family that you're going to do your thing even if they aren't supportive.

Courage lets you be a leader, an example to others. Courage lets you walk out on that limb with no other security than your inner guidance to tell you how to step carefully and to give you the confidence you know where you're going.

I am on a mission from God! WE can shift from me to WE in just a

little shift to a World of enough! Look into your heart and find your courage to step out on faith and be willing to live life with corrections.

Let's climb together. Visit my website RochelleForrest.com and download the checklist about 12 Ways to Improve the World One Light at a time.

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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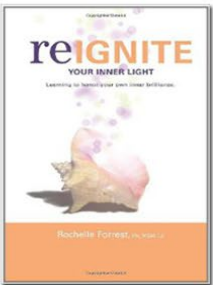


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# TWO SIMPLE WORDS

BY LISA RYAN

What if I told you that creating a culture of appreciation comes down to just two words? It's true. It's the words "thank you" that make the difference. Mother Teresa once said, "We are more starved for appreciation than we are for bread." In bringing more gratitude into your life, you may have to work on your language. Think about it - when someone says "Thank you," what is the correct response? It's "you're welcome," right? What do you hear instead? "No problem," "no worries," "yep," "just doing my job," "it was nothing."

When someone says "thank you," they are giving you a gift. When you say, "It was nothing," you are taking that gift and

rejecting it. STOP IT! From now on, simply say "you're welcome" or "my pleasure." Change your language, and you'll complete the cycle of appreciation.

People always ask, "What's wrong with 'no problem' or 'no worries?'" The subconscious mind doesn't hear small words like 'no.' So when you reply, "No problem," the other person's brain is thinking, "Problem? There's a problem? What kind of problem?" If you change the response to "You're welcome" or "My pleasure" it's a whole difference energy - "Welcome - Ahhh" "Pleasure - Ahhh." Why plant a negative seed if that is not your intention?

Also, when someone gives you a sincere compliment, "That's a beautiful sweater you're wearing." The correct response is "thank you." But, to appear humble, we say things like, "This old thing?" "Got it on sale at Marshall's." "Two dollars at the Thrift Store!" Stop telling people in effect, "This sweater isn't really that nice after all" and just say 'thank you.' It's a complete sentence. So say it, and then SHUT UP! You can err on the positive side, "Thank you so much, this is one of my favorites."

Here's some other food for thought, when someone gives you a sincere compliment, and

## GRATITUDE LIST

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you brush it off or don't accept it, you may be telling that person, "You're an idiot for liking this." Stop that!

By taking my "Five Thank You's a Day Challenge," you'll develop the habit of sharing your gratitude in five different ways every day. Once you've gotten to

five, you're done (but you don't have to be!)

1. Write down five things that you are grateful for in a gratitude journal
2. Verbally tell someone how much you appreciate them.
3. Write a thank you note.
4. Write a letter of appreciation.

5. Meditate on the things you are grateful for for five minutes.

Take my "Five Thank You's a Day challenge and for the next month. When you experience the benefits of appreciation, I know you'll want to keep up your practice.

Award-winning speaker, Lisa Ryan, delivers life- and career-changing strategies and inspiration to her national and international audiences. She is the best-selling author of eight books and a featured expert in two films.

Focusing on workplace culture and personal empowerment with "Grategies" - gratitude strategies, Lisa works with organizations to keep their top talent and best clients from becoming someone else's. Her audiences receive ideas that positively impact them both personally and professionally.

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Lisa's **high-content programs** use stories, research, anecdotes and lots of humor to engage her audiences and take advantage of the "wisdom in the room."

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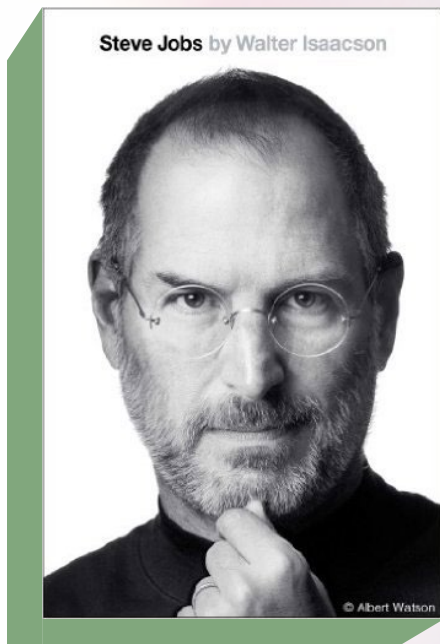
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# 3 BUSINESS LEADERSHIP TIPS FROM THE STEVE JOBS STORY

BY DAN TOUSSANT

Steve Jobs gave Walter Isaacson complete control to construct an unfiltered view of 'who was Steve Jobs?', and 'why was he worth studying?' in his biography. There are several teachable moments in this book even though Jobs was a person with many character traits that people disliked.

I've identified three aspects to his leadership and business acumen that make his impact and his legacy huge for leaders everywhere. They include:



**1. Create a brand built on the special qualities you and your business can offer.** Jobs was an artist, a minimalist design freak, and a marketing-roll-out genius. Jobs called Apple 'the intersection of technology and liberal arts'. His primary passion was to make products that were designed well, that were cool to use, that were, in a word, artful. Jobs created an Apple-user experience that was special.

**Teachable moment:** as a business leader or business owner, what makes your business special, different, captivating to your customers? How do you brand yourself that will cause your customer to want to knock your door down to do business with you?

**2. Think beyond the possible to create something special.** Jobs' colleagues called it Steve's 'Reality Distortion Field.' He developed impossible visions for where the next products would differentiate in conjunction with some very smart people he brought to the Apple team. This visionary instinct, which struck a lot of people as odd, crazy perfectionism led to some amazing accomplishments. One small example was the gorilla glass on the iPhone, strong and resistant to scratches, yet light and easy to hold. Had to have it, yet nobody could do it, until he found John Weeks of Corning Glass who could pull it off. It was the 'reality distortion field' where he would not accept 'can't do it.'

**Teachable moment:** Create a big vision, that sounds too big, and then continually push yourself and your team; that vision will galvanize people, and attract the best.

**3. Establish relationships built on one-to-one face-time.** Jobs had a way of solving design issues or negotiating major deals or planning future projects: 'Let's go for a walk.' He lived in a pretty basic middle-class home, sparsely decorated and simple. He would invite team members or negotiating partners to his house for a modest healthy dinner, which always led to a walk. His way of hearing others and sharing his perspective was to go for walks. This relationship-building



habit, born of a counter-cultural passion for Eastern listening habits and appreciating simple things, like walking, served him well. He could have monumental disagreements with partners, and the way he talked it through was by literally walking with them.

**Teachable moment:** How do you build relationships with the key people in your life? Do you have a habit that allows you to have regular critical conversations with key people? Do you give them undivided one-on-one time very often? That time will lead to doing some amazing things.

So there are three business-leadership-tips from the biography of Steve Jobs. How can we help you with your talent acquisition strategies? Want to go for a walk? Let's start with a phone call, and coffee.

**Dan Toussant** uses his extensive human resource and talent management experience to specialize in management and professional recruiting with Dan Toussant & Associates, a member of the Sanford Rose Associates network and as a partner in The Interview Doctor, Inc. with Katherine Burik. He speaks regularly about the job-seeking process, and coaches professionals in interviewing skills, resume preparation, and career transition. Their 3 book series, The Job Search Manifesto, is published on Amazon, Apple, and Barnes & Noble.

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# GOOD JOB

## WHY GRATITUDE IN THE WORKPLACE MATTERS

BY ANN N. GATTY, PH.D.

Recently, I was involved with an organization doing some volunteer work with my Great Dane therapy dog, Beretta. You may know that Beretta and I present employee training workshops on conflict resolution and building positive employee engagement. We also volunteer at local health care organizations on a weekly basis. It is our mission to provide emotional support to the residents. However, with one organization, the administrative staff has walked past Beretta and me in the hallways on several occasions, never acknowledging our presence and never uttering a word of greeting or a word of appreciation. In other words, no thank you's offered.

It got me thinking about the types of organizations with which I contract. My work is primarily in building business plans and providing employee development for small to medium sized companies. I rely heavily on creating a strong, positive employee culture in which respect, trust, and gratitude are core values. So now, I ask myself, "Why should I be involved with a company where the administrators don't show gratitude or respect for what I do?" Especially when I am volunteering my time.

Showing gratitude is important in the workplace. Smart leaders know this. By taking time to acknowledge employee effort, a workplace culture can be

transformed. When gratitude is practiced in the workplace, positive relationships are nurtured, complaining is minimized, and employee satisfaction levels skyrocket. Showing gratitude is a form of showing respect. In the workplace, no one person can implement all aspects of a project. It takes help from others. It takes teamwork. When leaders take time to acknowledge the quality performance of others, to thank people for their efforts, to show gratitude for those going the extra mile—employees are more willing to try harder, and produce better results. The whole workplace mood is uplifted.

Besides, showing gratitude is just common decency. It is the opposite of complaining and making excuses. Showing gratitude puts smiles on faces. It helps people have the resilience to try again when things have been going off the rails with their assignments. Showing gratitude encourages trust as leaders from the top

of the organization down to the bottom rung of the ladder know that employees are respected for their efforts and that what they are doing matters. A leader showing gratitude implies that she believes the employees can do quality work and she trusts their abilities.

Have you said "Thank you" today? People try to do well at their jobs and appreciate it when they are noticed. Showing gratitude is an important start in improving positive employee engagement. Drop us a post on Facebook at BerettaBytes, or on Twitter at @anngatty and let us know how you show gratitude in the workplace!

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](http://www.StrategicPeopleSolutions.com).



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# NEW BUDGETS MEAN **NEW OPPORTUNITIES**

BY DIANE HELBIG

Schools have budgets that begin in July. Some companies and organizations begin their fiscal year in October. And others use the standard calendar year as their beginning and end. Throughout the year there are opportunities to tap into those new budgets.

Consider who your target market is and investigate when they start their new year. For simplicity let's say it's January 1<sup>st</sup>. Starting a conversation and marketing to them in the fourth quarter can put you in the right

place and time. Knowing that the new budget is coming and building the relationship before then puts you in front of the prospect as they are deciding where they will allocate those dollars.

It's important to know what their plans and goals are. Then you can talk to them about how you might be able to help them achieve those plans and goals. So, what would that look like?

Let's play it out. Company ABC starts their new fiscal year on

January 1<sup>st</sup>. you meet with them in October of the previous year and go through a discovery process. That process includes questions about what their plans are for the new year. You are looking for the possibility that your product or service can be valuable to them in their plans. The information also helps you point them toward resources you already have trust in.

This relationship building is key. It ensures you are in front of them as they are making their spending decisions for their



new year. It's important for you to keep track of their schedule. Let's say you start engaging with a company in January and they tell you they've already allocated all of their dollars for the product or service you provide.

Making a note of this will help you know when to reach out to them

to explore the possibilities for the next year. In the meantime, you can be getting to know them and their business better. And you won't be asking them about buying from you because you know they won't. As you get closer to their planning period you can reach out and schedule a meeting.

It's these kinds of decisions and plans that can give you an edge. If you'd like to improve your prospecting strategy, consider taking my free online prospecting course. You'll learn 3 steps to creating your own impactful prospecting plan. Visit <http://tinyurl.com/prospectingsteps>.

**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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# WHERE DID THAT NO COME FROM?

BY JACK KLEMEYER

Recently I have talked to clients who have gotten a solid “No” to their proposal. The problem is ... The “No” came from them and not from the prospect.

After this “No” hits them, they completely stop as if waiting for a crawling 100-car freight train to pass. I see this happen all too often and the folks that encounter this have a whole list of why they cannot do something; why it will not

work. As Jim Rohn said of his mentor telling him, “... the only problem with their list is they aren’t on it.”

Begin to notice your thinking. Notice how many times you tell yourself “No” either with that little voice inside your head (The one that is saying right now, “I don’t have a voice inside my head!” That is the voice I’m talking about) or out loud as you discuss your strategies and

how they will not work with your coach or coffee klatch friends.

Here is a three step process to help you past that “No.” These steps, called the Three R’s, come from my friend Dr. Julie Bell of Dallas Texas.

**Step 1:** Recognize your thinking.  
**Step 2:** Refocus on how the idea might work or have that little voice say, “Let’s let them tell us no!” This is changing your



thinking or changing the way you think about the situation.

**Step 3:** Create routines (new habits) to help you move from telling yourself "No" to seeing if the prospect actually says "No," or if they will say "Yes" and amaze you.

When clients have worked through these simple three

steps ... it has transformed their results to new and better results. If you want better results, I suggest you give it a try, too.

In addition, here are two great book resources for you that might help, too. The first is *Go For No* by Richard Fenton and Andrea Waltz and the second is *Performance Intelligence* by Dr. Julie Bell.

Remember there are only three things that hold us all back.

1. Limiting Beliefs
2. Low Standards
3. Ineffective Strategy

It's how you think about a situation that makes all the difference.

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](mailto:Jack@GYBCoaching.com) or at 317-755-6963.



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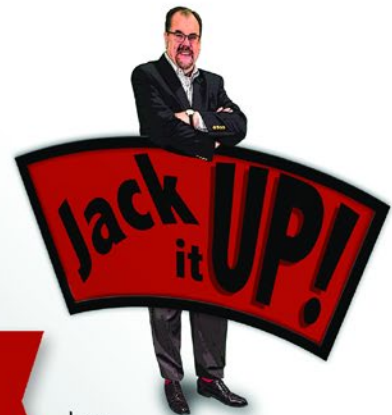
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