

SOAR to SUCCESS

August 2015

MAGAZINE

Holly
Kile

The "Work at
Home" Guru

Living
Beneath
Your Dreams

PLUS:

- + Background Marketing Every Business Professional Must Know
- + The Rules and Benefits of a Vehicle Tax Deduction
- + 4 Keys to Working From Anywhere
- + Cyber Security Threats
- + And much more

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PAT ALTVATER



Soar to Success
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Editor's Message

The Changes I've Seen Throughout My Years of Working from Home

In this issue we feature "Work at Home" Guru, Holly Kile, hope you enjoy the article as much as we enjoyed speaking with her.

I have worked from my home for over three decades – yikes, that's a long time. When I was an employee of a software company located 2,500 miles away, I had a remote office, based in my home, that I worked from when I wasn't on the road calling on prospects. So when I ventured into the world of entrepreneurship 13 years ago, that same home office became my headquarters.

Here are some changes that I've noticed in my years of working remotely:

- Some people advise that you should dress up and put your make-up on in order to be more productive in your remote office. That's never been the case for me; I believe it's a mindset issue. So I LOVE my days of working as long as I want in my bathrobe and not putting make-up on for the day. What's changed however is the availability to do video conferencing. Bummer – now I have to get ready to be SEEN on a call!
- Technology improvements have made working remotely more productive. When I first started working from home, we had to call someone, from our land line, to collaborate with them. Imagine that – actually talking voice to voice! I appreciate the convenience of emailing, texting and the Internet in general, which has made it much more efficient to collaborate and communicate.

One thing that hasn't changed is the danger of the kitchen... calling my name to come get a chocolate when I'm procrastinating or conversely, when I'm finished with a task. Actually, come to think of it, I don't need a good reason to head to the kitchen – I'm on my way there right now.

I hope you obtain valuable information to help you work remotely in this issue. Also be sure to view IT expert, Jeanne DeWitt's video on Toledo BizTV Shows, How To Keep Productive When Working Remotely.

Pat Altvater

COVER FEATURE: HOLLY KILE: THE "WORK AT HOME" GURU

CORE BUSINESS STRATEGIES:

4 Cyber Security Threats	By Jeanne DeWitt
Apply the Windows and Mirrors Strategy to Your Leadership	By Cindy Allen-Stuckey
4 Keys to Being Able to Work from Anywhere	By Holly Kile
The Rules and Benefits of a Vehicle Tax Deduction	By Tina Moe, CPA

PERSONAL GROWTH STRATEGIES:


Worry Is A Waste of Your Mind: Tips to Shift Those Thoughts	By Rochelle Forrest
Take The First Step	By Lillian Zarzar
Living Beneath Your Dreams	By Eric J. Watts

BUSINESS ACCELERATION STRATEGIES:

Practice Makes Perfect or Does It?	By Pat Altvater
LOL: Laugh Out Loud	By Jamie Sue Johnson
Background Marketing Every Business Professional Must Know	By Jack Klemeyer
Indecision = Decision = Disaster	By The Merit Group
Our Favorite Videos This Month	

Holly Kile:

The "Work at Home" Guru



Holly Kile is a brilliant strategist and work-at-home entrepreneur, whose business has evolved over the years from providing virtual assistant services to now serving as a consultant for her clients. She helps them learn how to leverage the power of virtual teams and tools so that they can work from home or really work from anywhere.

HER EARLY ENTREPRENEUR YEARS

Holly started her working career as a medical practice administrator. She ultimately developed her own very successful medical consulting practice, which involved a significant amount of traveling. However, the best part about it was being able to manage her own schedule, which included spending time with her son. However, a medical crisis of her own brought things to a screeching halt and forced a change in her career path.

Her condition robbed her temporarily of her ability to walk, cook, clean and all of those functions of daily living that we take for granted.

She had to completely rethink her work and personal life to accommodate her own doctor's visits and medical necessities, as well as, her business and family needs.



WORKING FROM HOME BECAME A NECESSITY

Working entirely from home became a necessity for Kile and after a time she began to incorporate the same consulting business strategies for her work-at-home business that she had been practicing in her former business.

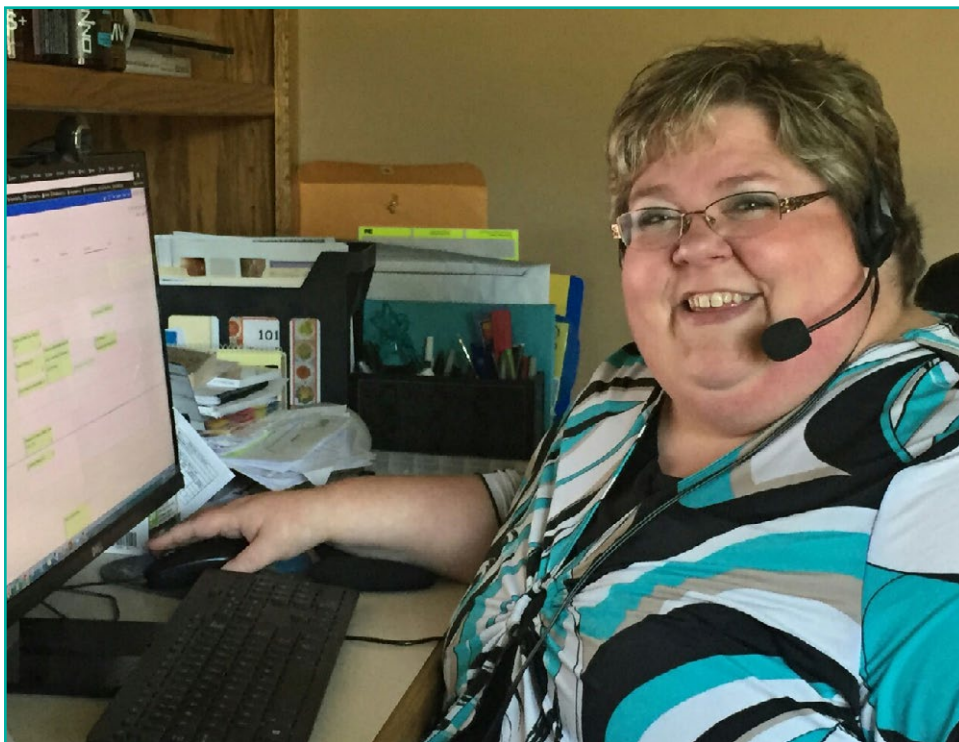
Now, after many years as a successful work at home entrepreneur she is helping others achieve that same success and has even recently published a book on the subject. We understand that there are even more informative books in process.

Her first book, *“Virtual Team Builder,”* explains how to grow a coaching business by hiring a virtual assistant and is available on Amazon and Barnes and Noble. It includes

strategies for professional coaches but adapts for any type of business person who wants to figure out if hiring a virtual assistant is right for them. It explains, when and how they could utilize a virtual assistant, how to find them, and what to do once they determine their perfect match. The book contains an entire chapter of links and key resources that all business people could benefit from accessing. Holly literally opened up her virtual tool box and shared those tips and tricks with her readers.

Although Holly typically no longer takes on full time virtual assistant clients, she has a team that accepts new virtual assistant work under her watchful eye.

When she started out several years ago it was just her, but now she has built a team and learned to leverage her own time and extensive business knowledge. She still explores with a prospective client their individual needs through a complimentary discovery call to gauge what type of virtual assistant is right for them and then makes recommendations.



I am very excited to bring this information to a large group of entrepreneurs looking for methods to leverage their time and grow their business, while working from home.



SHARING HER MESSAGE AS THE "WORK AT HOME GURU"

Holly is recognized nationally as the "Work At Home" Guru and will be a featured speaker at Emerge 2.0, hosted by Kelly Kuecha in Boca Raton, Florida in early September. She will address the topic, "Virtual Freedom: Strategies to Work from Anywhere."

She said, "I am very excited to bring this information to a large group of entrepreneurs looking for methods to leverage their time and grow their business, while working from home."

Holly has a vision for her business and has many exciting things happening over the next few months.



Her second book, "*Bunny Business*" will be out shortly and encompasses strategies to work from home. In addition, she has a new program coming out, "Virtual Boot Camp: Strategies to Work from Anywhere." It is a four-week program that provides dozens of strategies on how to, not only to work from home, but anywhere.

Kile said, "There is a lot of information about what you should be doing to grow your business, but not much about how to make it happen."

What Does It Take To Soar to Success

The three traits that Holly looks for in her clients that will ensure their ability to 'Soar to Success' are, Drive, Coachability and Communication Skills.

She first looks for that individual that has the drive and the determination to do the work necessary to succeed. Growing a business is work; it's not all fun and games. Holly quickly quipped that she likes to have fun, but stated that there's a time for that.

Number two is a willingness to be coached. According to Holly, she can gauge a person's coachability even in a discovery call when she sometimes has to give them a dose of reality.

We are putting out more information about the mechanics of growing your business."

It has taken a lot of mistakes and experience to get to the level Holly has taken her business.

It all started when she was working with other entrepreneurs, who were very much like her. They were running their businesses, but constantly spinning their wheels.

They could find a virtual assistant, but it would take 90 days to understand how best to work with each other.

Kile had the idea to provide a resource that would shorten that learning curve.

She began to put together the programs and resources that would allow entrepreneurs to grow their business more rapidly.

She watches their reaction to her comments. If they aren't coachable and open to considering that their idea may not work, they probably won't soar to success.

Number three an understanding of the necessity for two way communication. Holly learned this especially during her time as a virtual assistant. A VA is really a part of their team and if somebody is going to grow they need the support from everywhere and so having a VA, a coach, and a mentor and being able to communicate with all of them is super critical.

There are many business people that get so caught up in the everyday minutia that they forget to look at their overall vision and what makes them the most money. They need to do the important income earning jobs and leverage an assistant's time for the jobs that do not make them money.

As she works with clients today, she has become a coach/mentor and gets a tremendous amount of satisfaction when her client has an AHA Moment.





The Future Looks Very Bright

Holly Kile is in a very good place right now in her business and her personal life. She loves the flexibility that being a sole proprietor provides. She is a single mom with a 15-year-old son, who is very active in school and outside activities. He participates on the swim team, as well as, the band.

Because she has created a business that allows virtual freedom, she is able to have flexibility to attend swim meets, as well as, band competitions or volunteer and participate in his life. That is the real reason she started her business in the first place.

If you would like to learn more from Holly Kile about her virtual assistant programs, books, and consulting services contact her at: hjkglobal.biz.

Be sure to visit our website to listen to the entire interview that we had with Holly, there's so much more in that recording that we weren't able to provide in this short article.

Have you ever been infected by malware or a virus? If you are out on the internet, chances are the answer is yes. But many people ask me what kind of cyber security threats are out there, and most importantly, wonder how to protect their critical data and business from these threats. While these are not all, here are 4 you should be concerned about.

By Jeanne DeWitt

4 Cyber Security Threats



1 Viruses. Like a virus that can infect a person, a computer virus is a contagious piece of code that infects software and then spreads from file to file on a system. When infected software or files are shared between computers, the virus then spreads to the new computer. The best way to protect from viruses is with a reliable antivirus program that is kept updated.

2 Spyware. Just like a spy, a hacker uses spyware to track your internet activities and steal your information without you being aware of it. What kind of information is likely to be stolen by Spyware? Credit card numbers and passwords are two common targets. Spyware is also known to cause PC slowdowns. A common mistake many people make is they assume their antivirus software automatically protects them from Spyware. This is not always true as some antivirus software isn't designed to catch spyware. If you're unsure, check with your antivirus vendor or IT Service Provider.

3 Worms. Similar to viruses, worms also replicate themselves and spread when they infect a computer. The difference, however, between a worm and a virus is that a worm doesn't require the help of a human or host program to spread.

Instead, they self-replicate and spread across networks without the guidance of a hacker, file or program to latch onto.

Again, you need a reliable antivirus software program to prevent worms from infecting your system.

You should also ensure your firewall is activated and working properly.

4 Trojans. Like the Trojan horse from ancient Greek mythology, this type of malware is disguised as a safe program designed to fool users so they unknowingly install it on their own systems. Generally, a hacker will use a Trojan to steal both financial and personal information. It can do this by creating a "backdoor" to your computer that allows the hacker to remotely control it. Similar to the other threats I have mentioned, antivirus software is a dependable way to protect against Trojans. For further safety, it's wise to not open up suspicious attachments and also ensure that your staff members aren't downloading any unapproved programs or applications or going to internet sites that are not approved. These are favorite places for hackers to hide Trojans.

Scary, right? As mentioned before, having a proper Firewall set up and a reputable anti-virus program are the best ways to protect from the security threats I've mentioned. If you're not sure if you have these, consult your IT Service Provider.

We offer managed, enterprise class antivirus and monitoring programs that have everything you need, giving you peace of mind. We make sure your virus definitions are updated and running properly on your computers and network keeping you protected 24/7. If you would like to find out more, please contact me.

Jeanne DeWitt and David Hood, started Computer Programming Unlimited, Inc. in 1986 to solve computer problems for small and mid-sized businesses in Northwest Ohio and Southeast Michigan.

Over the years, they have developed a unique company model making IT Hassle-Free and Budget Friendly, deviating from the typical "Break Fix" model. Instead, they have made their success on preventing computer problems from ever happening, virtually eliminating downtime and lost productivity.

Computer Programming Unlimited has expertise in many areas including Cloud Services, Backup and Disaster Recovery, Email and SPAM protection, Managed Firewalls, VoIP, Application and Database Development and Website Design.



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Apply the Windows and Mirrors Strategy to Your Leadership

By Cindy Allen Stuckey

Have you or someone else ever quickly taken credit for a successful outcome you were connected to, but at the first sign of trouble, assigned blame to any and everyone involved?

When we are successful, it's easy to look at OURSELVES and think "I did great!" And when we fail, it's easy to look at OTHERS and think "It's their fault!" Basically we look in the mirror when we succeed and we look through a window at others when we fail.

Jim Collins, in his book “Good to Great” talks about leadership and the window and the mirror. When we succeed, we SHOULD look through the window at OTHERS to see what is going on with them and give them credit. And when we fail, we should look in the mirror at OURSELVES and take responsibility.

This concept is powerful and can help you build credibility with all the stakeholders in your organization—peers, direct reports, vendors, and customers.

Here are 3 KEYS to help you apply the window and mirrors strategy to your leadership

Key #1—LOOK OUT THE WINDOW and GIVE CREDIT TO THOSE RESPONSIBLE FOR POSITIVE OUTCOMES

Make sure the people around you know that you recognize and value their contributions. Doing this creates loyalty and buy-in. Even when you’re in situations where other people aren’t present, make sure you give them credit. Also, if you hear positive feedback about someone, make sure you share that with that person.

2nd key—LOOK IN THE MIRROR and TAKE OWNERSHIP OF NEGATIVE OUTCOMES

This isn’t always easy, but it’s so critical. Assigning blame for failure on others erodes trust.

You, as the leader, are ultimately responsible for missing a deadline or for sub-par work from your department. IT WAS YOUR TEAM THAT FAILED.

Look in the mirror to see how YOU could have been a better leader. Were expectations clear; did you communicate well or provide feedback? Take ownership of these occurrences and work to ensure this doesn’t happen again. Then work with your employees to hold them accountable for their part of the situation.

Key #3--UNDERSTAND LUCK. Everyone experiences luck—good and bad. How you prepare for it and react to it determines the outcome. As a leader, you need to dig deeper to see what YOU could have done to mitigate the efforts and what YOU can do in the future to be better prepared.

The concept of the windows and the mirrors is easy to understand, but it takes time and practice to do it. Doing this will not only help you build trust within your organization, but will also help you be a better leader will be less frustrated.



This will ultimately lead to higher performance.

For more leadership tips, I invite you to visit my website.

[CLICK HERE TO WATCH MY VIDEO EPISODES](#)



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

Cindy gained her expertise in three global manufacturing organizations, where she developed and implemented solid people-strategies that grew their businesses to the next level. She provides strategy planning and execution; workshop facilitation; and one-on-one and small business group coaching.

Cindy holds masters' degrees in both management and education and is certified in Human Performance Improvement from ATD (Association for Talent Development). Making Performance Matter is a certified Women's Business Enterprise. <http://makingperformancematter.com>. For more tips on how you can be a better leader, go to her website: <http://makingperformancematter.com>

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

Contact **MPM**

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4 Keys

to Being Able to Work from Anywhere

In today's world, we don't have to be tied to a desk to be productive. You can work from your home – whether that be from a desk or on your back porch. You can work from a coffee shop. You can work in a co-working space. You may even choose to have a working vacation. However, working from anywhere isn't as simple as packing up and getting from point A to point B.

By Holly Kile

Regardless of where you work, to do it successfully, you want to keep a few things in mind.

1 You need to have the right mindset. When you sit down at your desk, there is something that happens in our brain that signals that it's time to work.

Our posture changes. Our intention for the day shifts. When we work in a different environment, that isn't always the case. So, if you're going to work from a remote location, make sure you set your mind to ensure that you will be productive while you are there.

2 You need to make sure you set up camp the right way. True, you may be working in a temporary location but you should always work to make that space "yours" while you have it. Be sure to have the equipment you need to function appropriately. That may mean having your laptop or tablet but don't forget other accessories like a power cord or even earbuds. If you don't give consideration to the environment you'll be working in then you will not likely be as productive as you could be.

3 In addition to the physical space and physical tools, ensure that you use the right digital or virtual tools to be effective and efficient. I recommend that you use a secure online password manager for instance so you know that you can access all of the sites you need while you're out and about.



Cloud storage for files is also a great idea because it ensures that you don't have to be hooked up to your home or office machine to get to those critical files.

4 Be sure you have the support you need to work virtually. For some of you, that means actually having a virtual assistant which you know from my past Indy BizTV Shows® episodes is a must for any growing business. For others, it might mean having a backup just in case something goes amiss. No matter what, you need to know how you're going to get things done no matter where you are and a support network as a safety net is a good plan to have.

So there you have it: my four keys to how you can work from anywhere.

For more on how to work virtually or work with others who are virtual be sure to check out my video series on Indy BizTV Shows®.

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

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

<http://hjkglobal.biz>



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The Rules & Benefits of a Vehicle Tax Deduction

By Tina Moe, CPA

Did you know that if you use your vehicle for your job or in your business you may be entitled to a deduction? This typically does not include your commute to and from work, but any kind of business travel beyond the commute may be eligible for a deduction if you're not reimbursed by your employer.

The IRS offers two methods to calculate your deduction: The Standard Mileage or The Actual Expense Method and if you qualify for either of these methods you may want to calculate your deduction prior to choosing your method.

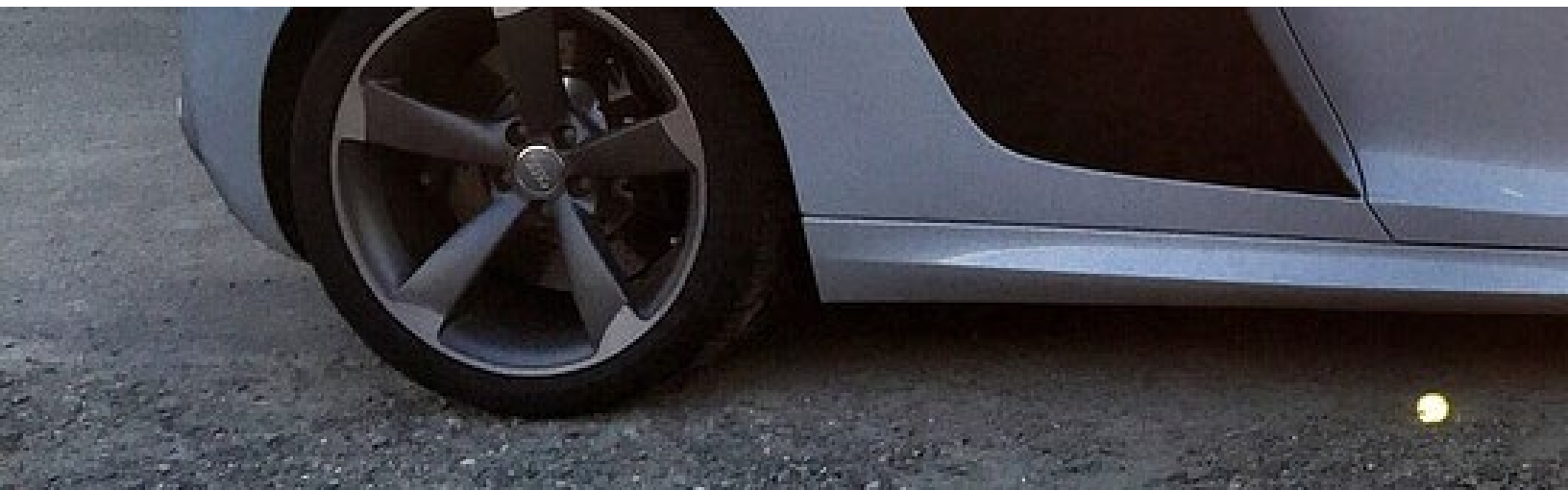
Under the Standard Mileage Rate, you're able to take your business miles times the appropriate rate for the year, which for 2015 is 57 and a 1/2 cents per mile. To choose this rate for a car that you own you must select this method in the first year the car is available for business. You can choose to use a different method in subsequent years but it must be the method you choose in the first year the car's available for business use.

If you choose the standard mileage rate, the IRS requires you to substantiate your expenses for your deduction. This includes a standard mileage log and third party service tickets to show your odometer readings. I recommend getting your car serviced in January and December so you show your odometer readings for the whole year to support the total miles that you're claiming.

The standard mileage rate for business is based on an annual study of the fixed and variable costs of operating a vehicle including depreciation, insurance, repairs, tires, maintenance, gas and oil. The deductible mileage rate for medical and moving purposes is based on the variable costs, gas and oil, and the amount you can deduct for charitable use is set by law in case you're wondering how these rates are.

Just for clarification, a vehicle includes a car, van, pickup, or panel truck. For those of you with a fleet of four or more vehicles used simultaneously, the standard mileage method is not available to you. The standard mileage method is also not available to you if you have previously claimed bonus depreciation, section 179, or if you are a rural mail carrier who has received a reimbursement.

Under the actual expense method, you may be able to take a portion or all of your repairs and maintenance, tires, fuel, oil and depreciation. The amount of the deduction is determined by the amount that you use your vehicle in business.



For instance if you're a sales rep and you drove your vehicle 20,000 miles in a year and 8,000 of those miles were for personal and the other 12,000 miles were for business, you can only deduct 60% of your expenses.

For employer provided vehicles, you may deduct unreimbursed expenses but you may not be able to take the standard mileage deduction. Be sure to check with a qualified tax professional before deducting auto expenses on your tax return.

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

Tina L. Moe, C.P.A., CGMA, formed A.C.T. Services in 2002, and began building her business. Her practice has grown to a clientele more than 1,200 clients and a team of more than a dozen staff members.

Tina attributes her business growth to being proactive with her clients, maintaining affordability and accessibility of the business owner herself.

Tina is a member of the American Institute of Certified Public Accountants (AICPA) and the Indiana CPA Society. Contact her at: www.actservices-inc.com and on



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Worry Is A Waste of Your Mind; Tips to Shift Those Thoughts

By Rochelle Forrest

What are you thinking? Are you in a state of worry? Worry is a waste of your emotion and energy! We often worry over things that have not happened and may never happen. It exhausts us mentally, physically and emotionally.

[CLICK HERE TO WATCH MY VIDEO EPISODES](#)

Do you worry? Worriers create habits to fixate on a “maybe” outcome. Have you noticed that almost none of our greatest fears or worries come to pass? And the few that do materialize into real life problems couldn’t possibly be prevented by worrying.

Worry only drains our energy and causes us to feel bad earlier!

The next time you feel worried, STOP... ask yourself I’m worried about what? Is this based on a situation that could be mitigated if I made an action plan or am I growing a monster in my head? You know the ones that were under your bed when you were a kid?

I love when you turn on the LIGHT and the monster is gone! Shine your LIGHT on your thoughts!

If you have real concerns handle them ASAP. When we move toward resolution, the imagination cannot make up stories. Carefully choose your thoughts.

If negative thoughts come up, shift your thoughts immediately to a happy image or positive outcome.

In sales when I get a no it means NEXT! You can apply this same thing to thoughts! Practice saying NEXT! Create awareness of your thoughts and say NEXT immediately.



Re-Ignite Your Inner Light

CREATE HEALTH NATURALLY

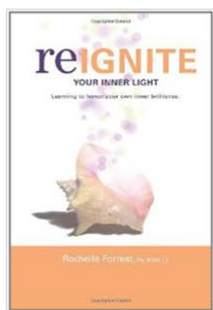


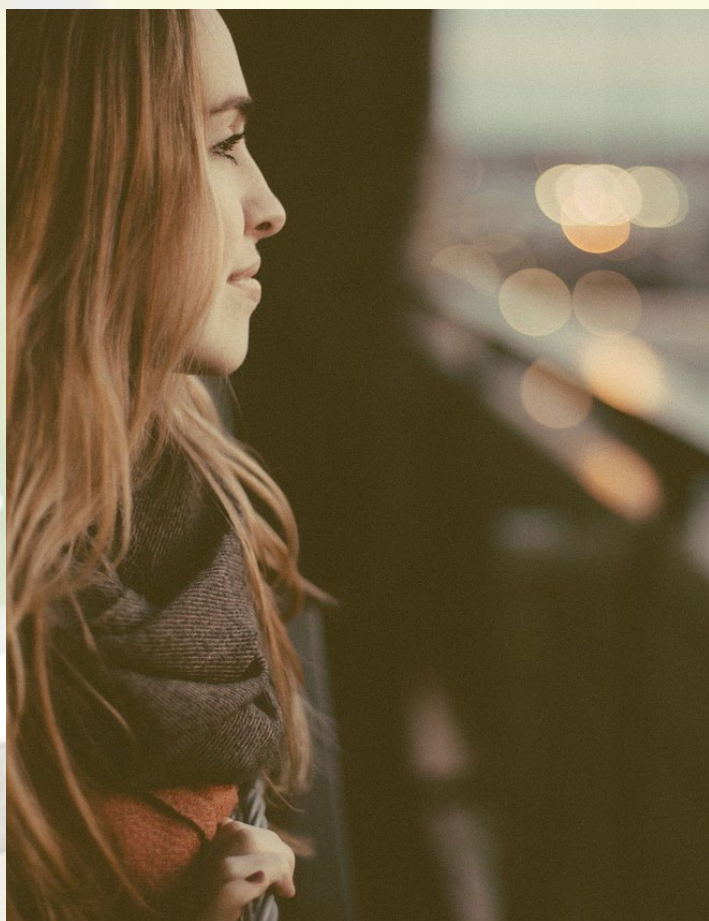
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rochelle@createhealthnaturally.com

Go to:

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





In addition to shifting your thoughts, some actions that you can take when in the throes of worry are: call a positive friend, watch a funny show, make a happy list, or surround yourself with beauty.

I love the fresh flowers I get at my grocery store... \$4.99 brightens my world!

Sometime I get some for my bedroom too! That, to me, is shining the LIGHT of joy!

Worry is such a destructive pattern in our lives. Putting all our energy into worrisome thoughts, makes us less productive! Take ACTION! There are much better ways to spend our time, energy, and thoughts!

For more ideas for how to shift out of worry, download my FREE ebook that's available on my website.



After many years in the public sector, Holistic Transformation Coach, Author, and Motivational Speaker, Rochelle Forrest, R.N., founded her company to encourage individuals to step fully into their soul purpose and live their full potential. She brings a wealth of knowledge and experience to her coaching practice and her audiences.

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

<http://tummiesmindsspirits.com>. <http://rochelleforrest.com>

Rochelle Forrest

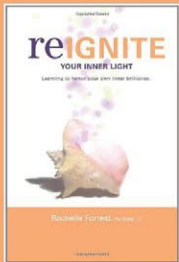
Holistic Transformation Coach



Author, Speaker, Coach!

Rochelle Forrest has spent a lifetime dedicated to helping others heal their lives. She knows from experience how to go from surviving to thriving!

Rochelle's action-oriented approach from the podium is tempered with a unique warmth and empathy you must experience for yourself!



Rochelle's book and companion workbook lead readers to uncover their inner strength and wholeness in order to live their lives on purpose, through practical suggestions and no-nonsense advice.

Schedule Rochelle for your next live event, meeting or virtual gathering.

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Allow Rochelle to inspire your audience with her powerful I.C.A.N. presentation:

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In this powerful presentation, Rochelle delivers her secret formula (I.C.A.N.) for shifting from lack to abundance. This shift not only allows audience members to create a positive mindset but also to be poised and ready to take action in any area of their lives.

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- Realize the importance of releasing the past, stepping into your power and living in purpose
- Learn the value of balance on the inside and outside

Rochelle can customize her presentation to fit your time frame and budget. Other popular presentations by Rochelle are "Climb", "Soul Full Purpose" and "Your Magic Mirror, Reflections of YOU."

Take The First Step

Dreaming about what you would love to have in your life happens every day. Your dreams don't leave you. They come back to you until you step into making them happen. Some people die with dreams unfulfilled because they didn't take the first step.

By Lillian Zarzar, CSP



When you are inspired by what you would love, you are unstoppable! Desiring something enough brings the energy to persevere. As long as it is within the universal structure it is within your reach. For example, all the desiring to be taller won't happen because you are as tall as you are. Yet, with a change in attitude, you can feel taller in how you carry yourself and in your posture.

What do you dream about? What would you love to have? Plan the process and identify the first step toward accomplishing it. Once you achieve the first step, you are inspired and the rest of the steps unfold naturally.

Take one step at a time. Get your bearings. Evaluate. Adjust. Move forward onto the next step. Simplify the steps. As you complete each step you are more inspired.

Are you inspired to author a book? Then take a writing course, join a writers' guild, author an article, script poetry or produce your work as a gift to your friends.

They would love for you to autograph it!

Do you want to own your own business? Explore business opportunities. Check into the cost. Read a book that gives you the steps to write a business plan.

Do you dream about returning to college for a degree? Research information about courses. Make a list of programs, evaluate each program, make a decision... and so on.

In other words, take a step every day in the direction of your dreams. You are a work in progress. By isolating what inspires you, greater focus is achieved, and the more likely you will live your dreams.

Daily inspirations are the impetus for your success. Dream how you want your life to be. Create the vision. See it every day. Focus on your goal.

You never have a dream you can't fulfill. You deserve it! There is a way when you are willing to do what it takes. What are you willing to do to live your dreams?

Take the first step!

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Lillian Zarzar is a Certified Speaking Professional (CSP) the highest earned designation conferred by the National Speakers Association (NSA) and the International Federation of Professional Speakers (fewer than 300 women in the world hold this designation).

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

Lillian Zarzar has been quoted in Self Magazine, highlighted in Columbus Business First and appeared on Fox 8 Good Day Columbus. She is the author of Apple-osophy: Slices of Apple-

www.lillianzarzar.com





By Eric J Watts

Living Beneath Your Dreams



Who said you can't? Whoever it was, they were and are wrong. Just because they couldn't doesn't mean that you can't. That thing you've been called to do: why aren't you doing it? Why have you settled? Why on earth have you decided to live beneath your dreams? Whatever the reasons, it's time to stop.

You're meant to soar on and with your dreams. Not live beneath them. Live beneath your means, because that's wise. But, DO NOT live beneath your dreams!

There have been setbacks. Obstacles. Challenges. Hard days. Bad days. Days and times that you wanted to quit. Times when there was more month than money. Times when it seemed that no one believed in you, let alone what you were doing. Times where you felt alone. And yet here you are, Moving. Grooving. Shaking. Baking. Building. Creating. Working. Thriving.

Fighting.

You're still here. And as long as you're still here: You've got a shot! So come out from underneath them, and stand up for your dreams. Fight for them! If you don't, no one else can or will.

Later for the haters. Tell them to take their Haterade and get to steppin'!

You might need a few tools to help you stop living beneath your dreams:

Pickaxe - to chip away at the rubble that surrounds your dreams.

Shovel - to remove the dirt and debris around your buried dreams.

Ladder - to climb out of the pit(s) of your dreams.

You may need earth-moving equipment to come from underneath your dreams.

If that's you, contact me today. I'd love to help and show you how to excavate your dreams and speak life into your existence!

At all costs, **you fight**. Chase your dreams. Keep on pushin'. Keep moving forward. **Keep fighting!** Remember what made your dream worth living for. Worth fighting for. And you fight!

[Contact us](#) today and we'll Speak Life Into Your Existence™!

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

In his business, Eric coaches and helps equip 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.

Eric holds a master's degree in business management. As an oft called upon speaker, Eric provides his audiences with challenging-encouragement through the use of real-world, down-to-earth messages that produce amazing results!

Contact Eric at his website today and he'll Speak Life Into Your Existence!



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Leadership is not a spectator sport. That's why, at WordTalk Productions, we equip you with practical, ready-to-apply methods to help you succeed in business and life. We'll provide you with the challenging-encouragement and plans you need to thrive in and grow your business and live your life on purpose. At WordTalk Productions, we don't just speak:

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Practice Makes Perfect or Does It?

By Pat Altvater

We've all heard it before, especially when we were kids -

Practice makes perfect.

Well maybe not

Two years ago while golfing 9 holes with my husband Fred and 3 grandsons, at the time a 10 yr old and 6 year old twins, I had an interesting ah ha. The twins, who were 6 at the time, would hit a little drive, then a fairway shot and then drop their ball on the green and putt it in...success!

After the third hole, one of the twins was bored playing so he decided to sit on Fred's lap and steer the cart instead. So let's see...steering the cart or riding with Grandma??? The other twin stayed with me, never asked if he could drive the cart, and at the 9th hole, I said to him, "Geoff I'm so proud of you for hitting on every hole."

He looked at me with wonder and replied - *"You have to practice if you want to get good."*

That's probably right if you are 6 and just getting the feel for swinging, but does it apply to video creation?

I always tell people to practice, practice, practice when it comes to their script and getting ready for their filming, but that practice though is really more about preparation.

But what about practice when you think of the word practice in terms of repetition? Is hitting a bucket of balls on the range, without a coach giving feedback, necessarily going to make you perfect??? OK, I'm an acknowledged perfectionist so I don't want to use the term perfect in this situation...so how about "better"?

Is doing a series of videos, let's say you do one per week for a year, 52 in all, is that going to make you better at it?

I believe you might get more comfortable in front of the camera but will your videos actually be better? Will you go from fair to good or from good to great?

I agree with this Frank Sonnenberg quote:



Practice doesn't always make perfect if you're doing it **WRONG!**"

FRANK SONNENBERG

I believe in order to get better at anything, a sport, a musical instrument, filming videos, you need to do what noted psychologist Anders Ericsson calls "deliberate practice." Deliberate practice means you have to know the correct way of doing the task, focus on what you could do better and make corrections.

So here's what you need to do if you are using online content video as a strategy for growing your business and you want to get better:

Watch your videos. MANY PEOPLE, do not watch their videos for a variety of reasons, none of which are valid. Commit to watching your videos.

1. Critique to determine what you could do better. Maybe watch someone else that you feel is accomplished at their delivery and compare their presentation to yours; could you have more enthusiasm, better gestures, or better voice inflection? Choose one thing to work on in your next video.

2. Finally, do a deliberate practice. Create a new video and work on that one new thing. Then go on to the next.

Continue to repeat this process as you create more videos. Deliberate practice is what will take you from fair to good or good to great!

One of our Toledo BizTV Shows® hosts, Jim Fisher with Fisher Wealth Creations is a perfect example of using this method of practice to go from good to great. Go to my blog and watch a comparison between his first video and one filmed about 7 months later. You will be shocked. Go watch it now and then use deliberate practice to create great videos yourself.

If you need a coach to critique your videos, be sure to contact me.

[CLICK HERE TO WATCH MY VIDEO EPISODES](#)

Pat Altvater of AFP Marketing LLC specializes in helping her clients gain visibility for their business, especially with the use of content video marketing. BizTV Shows® with locations in Toledo, Indianapolis, Columbus and NE Ohio coming soon as well as Soar to Success magazine are brands owned by AFP Marketing LLC. Pat is the author of Choose Success - Ignite the Power Within. She has been featured as an expert on Fox TV News and has been quoted in numerous newspaper and magazine stories. When you need video script writing or editing, on camera critique, video filming and editing, or strategy related to content video marketing, contact Pat at pat@afpmarketing.com.





LOL

Laugh Out Loud

Did you know that the three letter acronym, LOL, really could save your life?

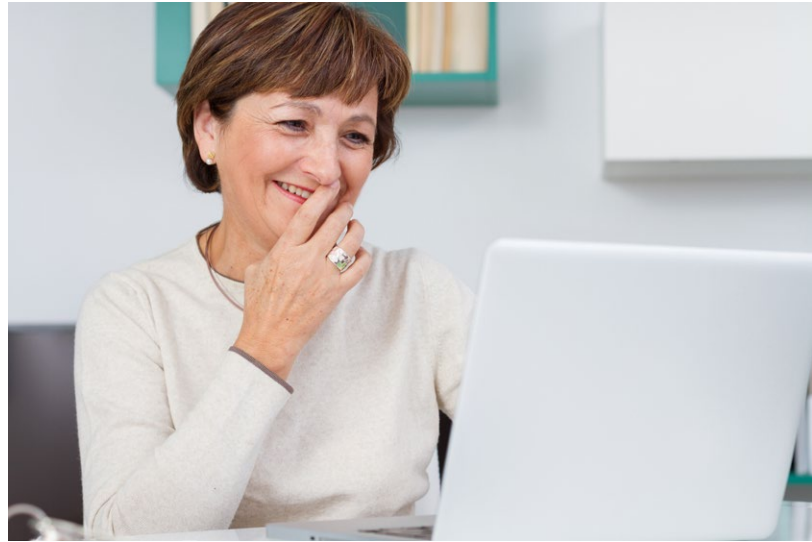
By Jamie Sue Johnson

This is no laughing matter; laughing out loud can change your life. As business owners we sometimes take our work too seriously or some not seriously enough. I have the secret to success and it is Laughing out Loud, as a practice.

Why: The Reported Results...A number of studies have shown when you bring in Laughter Yoga to your work place you can expect to see increased efficiency, better communication, increases in sales and productivity, and better teamwork. Also reported, which I find most interesting, is that there was a decrease in illness, absenteeism and a reduction in employee turnover. This is your ROL - your Return on Laughter.

I am a Certified Laughter Yoga leader and the Executive Laughter Coach. Laughter Yoga is founded on 4 keys: rhythmic clapping, simple stretching, deep belly breathing and laughter exercises.

Here is a simple practice you could take on to test this for yourself. When you find you want to write LOL in a text or in an email, just call the person and say LOL on the phone and start laughing.



Share it. Then check in to see how you feel. Laugh out Loud.

Laughing is Healthy! Here are the facts, LOL, you can lower your blood pressure with a giggle or build team work through a snort.

Consider this as a creative way to invest in your health and wellness care benefits- call me for innovative ideas to improve your top and bottom line.

Be an innovative leader; bring in laughter as a practice to your firm today. Check out my videos on laughing or email me, JSJ@knockemalive.net.

As business leaders and innovators we have concerns like - how do we keep good people, encourage team work, enjoy a thriving environment and work with energized healthy folks. Let's work on the answer together. Let's laugh. tweet@JamieSueJohnson made me LOL and attach the link to this article.



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

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

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

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Background Marketing Every Business Professional Must Know

By Jack Klemeyer

The first coach I hired years ago was a professional named Tim. One of the lessons he taught me is still valuable today.





In our sessions, he kept mentioning something he called “background marketing.” I had never heard of that term and didn’t know what it meant. Finally I mustered the courage to ask him to explain.

He said background marketing is best described as the image people hold of you aside from your normal marketing efforts. A good example of this is one client who was a smoker. She sent me some material to critique in the regular mail. The moment I opened the mailbox, I could smell smoke.

My client had no clue about smoke residue; I’ve learned most smokers do not. Non-smokers know that smell all too well and don’t care for it. An opinion would be formed of her before anyone ever saw the quality of her work which was unfortunate because she was really competent in her work.

Here are several examples of simple everyday things to consider as you go about your daily business operations.

All facial hair should be kept neat and trimmed. This includes nose and ear hair. Don’t be more than 24 hours from your last shave.

Tattoos should not be visible.

There is supposed to be a gap between your two **eyebrows**, to prevent a “manbrow.”

Make sure belts don’t show how your waistline has expanded or contracted through wear holes or marks on the belt. When there is a need to change holes, change belts.

Keep **fingernails** trimmed, polished and neat.

Button up shirts, leaving only the top button undone. This is not the time to show a hairy chest (men) or cleavage (ladies).

Make sure **notecards, stationary and business cards** are clean and professional.

Phone ringers should be appropriate, eliminate loud songs and startling noises.

Answer the phone in a courteous, polite and consistent manner.

Teeth, breath and hair should be clean, fresh and well kept.

Be alert, courteous and polite with everyone you come in contact with on a daily basis.

These simple little things that happen in the background make up your background marketing – and are how others form their opinions about you and your business. Make sure the message your prospects and clients are receiving is the message you intend to send and your business will be better for it.

JACK KLEMEYER, founder of **GYB COACHING**, which stands for Grow Your Business, specializes in bringing high-impact, result-focused group and individual coaching to business owners. Known for his warmth, originality, humor and insight, Jack uses those attributes and every resource available to teach others skills to build relationships and create marketing strategies for products and services to increase sales and profitability, while enjoying the process.

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

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



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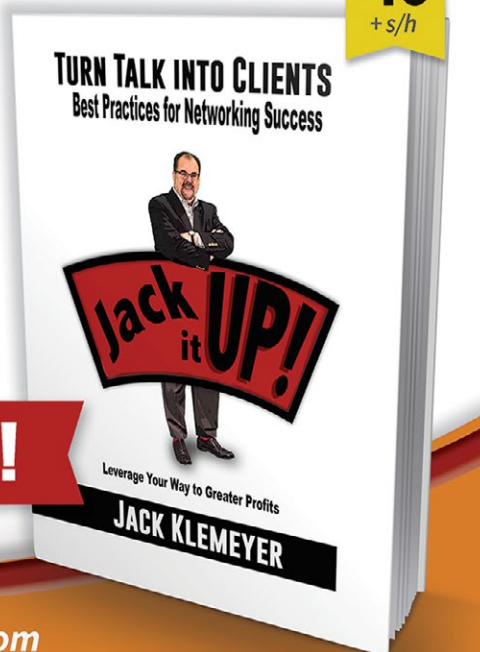
Jack Klemeyer

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

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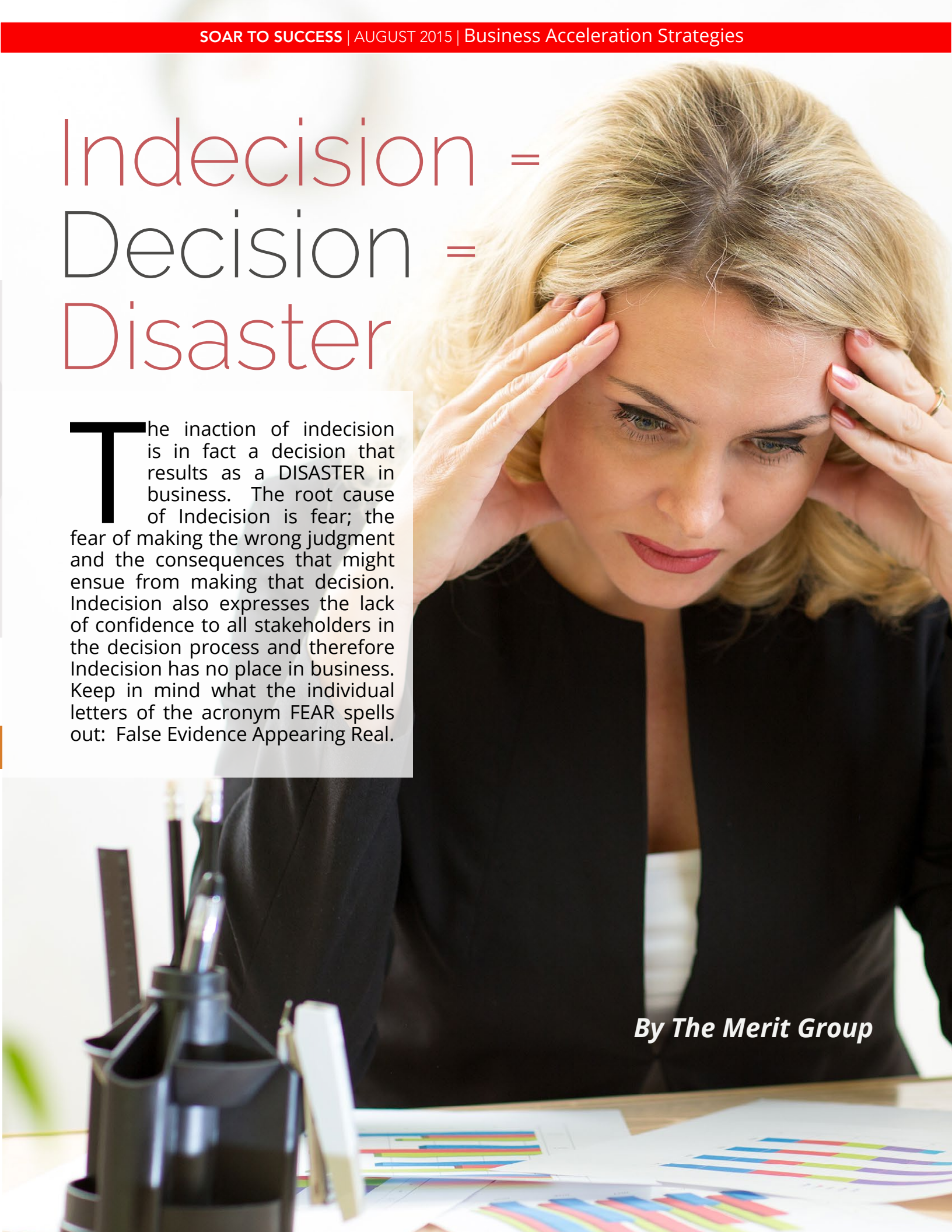


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Indecision = Decision = Disaster

The inaction of indecision is in fact a decision that results as a DISASTER in business. The root cause of Indecision is fear; the fear of making the wrong judgment and the consequences that might ensue from making that decision. Indecision also expresses the lack of confidence to all stakeholders in the decision process and therefore Indecision has no place in business. Keep in mind what the individual letters of the acronym FEAR spells out: False Evidence Appearing Real.

By The Merit Group



Entrepreneurs must follow these steps to avoid indecision:

Eliminate Fear - The fear of failure is crippling to individuals as well as organizations. "It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all, in which case you have failed by default." -J.K. Rowling

Balance Confidence We've already discussed that the lack of confidence equates fear and is intolerable in business. However, confidence must be balanced. Effective leaders will strike a balance in their confidence when making decisions and in turn will reveal to all the stakeholders their confidence, inspire confidence, and reduce apprehension.

"With confidence, you have won before you have started."—MARCUS GARVEY

• **Overconfidence.** Leaders must be willing to assess opposing viewpoints. Stakeholders must feel safe to express contrasting viewpoints and even negative facts/news in the face of decision.

• **Overconfidence.** Leaders must also take great care to distinguish between facts and assumptions. The role of the leader is to ensure everyone involved in the process rigorously evaluates factual data to safeguard against the possibility of an assumption.

• **Overconfidence.** Eliminate overly optimistic projections.

Signal Strength - Leaders must realize the manner in which they make decisions clearly defines their leadership ability in the organization and is a signal to the stakeholders of their level of ability to lead and decide.

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“Strength and growth
come only through
continuous effort
and struggle.”

NAPOLEON HILL

Learning from Failure

In the decision process it is rational to examine the failures of others when processing a decisive outcome, however, caution must be taken to examine all factors; external, contextual, and theoretical. Human error should only be considered to the extent it is relevant.

The knee jerk reaction to failure is to blame the inadequacies of an individual as opposed to investigating the flaw of the proposed outcome. We are better served to assess failures as a whole and alter the decision accordingly in the advancement of future decisions. “It’s fine to celebrate success but it is more important to heed the lessons of failure.” – Bill Gates

If you would like support developing your Decision Making Process we are we are eager to team together with you to get the results you desire. Visit our website at www.themeritgroupindy.com or call 317-805-4896 today!

Look for more small steps that produce BIG results!

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

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



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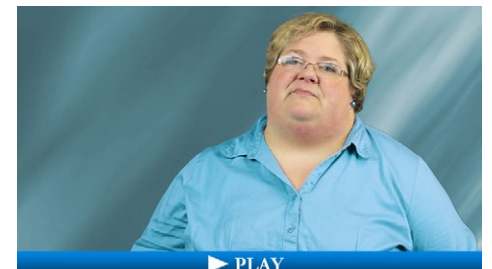
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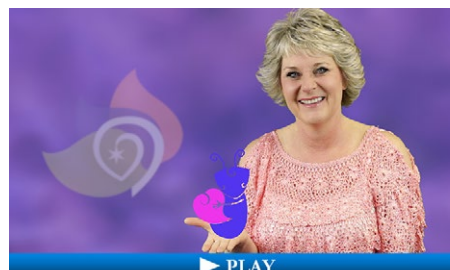
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