

# SOAR TO SUCCESS

A portrait of Troy Hanna, a man with a beard and mustache, wearing a light blue button-down shirt. He is smiling slightly and looking towards the camera. The background is a plain, light-colored wall.

## **Troy Hanna**

*Helping Clients Build Relationships By Being Organized*

Speaking With Confidence:  
**SELF-TALK**

Discover a System To Stay INSPIRED

### **Plus:**

- \* **Manage Stress Instead of it Managing YOU!**
- \* **Filing an Tax Extension: What You Need to Know.**
- \* **5 Ways to Know It's Time to Upgrade Technology.**
- \* **Design It With An Attitude of Gratitude & Celebration!**
- \* **And so much more...**

## From The Publisher

Welcome to the the March 2015 edition of *Soar to Success* magazine. It's our intention to provide you with practical tips, tools and techniques to grow your business or improve the quality of your life, in the three areas of **Core Business, Personal Growth and Business Acceleration Strategies**. We believe you can SOAR to SUCCESS when you nourish these aspects of your business and life



I'm Pat Altvater, the CEO of AFP Marketing and creator of BizTV Shows®, a group of online video networks that educate, inspire and motivate business owners, currently in Toledo and Columbus, OH., and Indianapolis, IN., with Dayton, OH and Portland, OR coming soon.

*Soar to Success* magazine is a digital multi-media publication because we know people like to consume information in various ways. So please take advantage of all the links provided to videos and other content.

**Troy Hanna**, President of AddressTwo, the simple CRM for small business is our featured expert this month. Be sure to read the article about Troy, including his ideas of what it takes to Soar to Success.

Hope you enjoy this issue and please subscribe to receive future issues.

Pat Altvater



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# Troy Hanna:

## *Helps His Clients Get Organized*

By Pat Altvater

Troy Hanna has a formula for success that includes representing a great product, having a positive attitude and interjecting a large dose of humor and fun into every day!



I recently had the opportunity to talk to Troy about how he came to be the **President of AddressTwo**, as well as find out what he believes it takes to *Soar to Success*. [Click here](#) to listen to the recording. What follows are the high points of that interview.

### Being Organized Becomes a Priority

A college professor gave a young Troy Hanna a valuable lesson when he was a student at Ball State University. While Troy was working on a large project at school, one of his favorite professors pulled him aside and told him that he *was the most unorganized person he had ever met*. The prof went on to add that if Troy had hopes of succeeding in life after college, he would need to learn how to organize himself.

Hanna went out that very day and purchased a palm pilot (this was in the days prior to the Internet). He used it to keep appointments, important tasks and dates. In effect, he created a system to be organized using that device.

### The Love of Sales Emerges

After graduation from Ball State, Hanna moved to Los Angeles and worked in sunny California as a talent agent for over two years. He loved the constant sunshine and wasn't necessarily yearning for the clouds and cold weather of central Indiana. However, when he became a family man, he and his wife decided to return to their roots so they could raise their children close to their extended family.

Hanna landed a job as a **sales and marketing representative** for Comedy Sportz, an improv comedy club. It is a national chain and he networked and promoted the Indianapolis club.

Anyone who has met Troy Hanna will attest to his humorous personality and working for a comedy club seemed a perfect fit. He continued to work in the entertainment field for six years and enjoyed **honing his sales skills** by networking and prospecting in the central Indiana area.

### He Discovers An Even Better Way to Be Organized - AddressTwo

Through Rainmakers of Indianapolis, Troy met Nick Carter, the founder of AddressTwo. Carter asked Hanna about his marketing process and how he kept track of his many meetings and clients. At that point Troy was using Outlook and writing everything down, which was a time consuming task for someone who was constantly

on the go and making new contacts. Carter introduced him to AddressTwo, an easy-to-use, all-inclusive **Customer Relationship Management (CRM)** tool.

Troy immediately saw the benefits of AddressTwo and used the contact management program for several years. It helped him be even more organized and **build relationships** with his network of prospects and clients. He used it to add a steady stream of new clients for the comedy club.

He was a believer of the product long before he became involved with the company.

## Hanna Joins AddressTwo

Ultimately, Nick Carter invited Hanna to join AddressTwo as their Sales Director. Leaving the entertainment industry for a computer software business may not, at first blush, seem



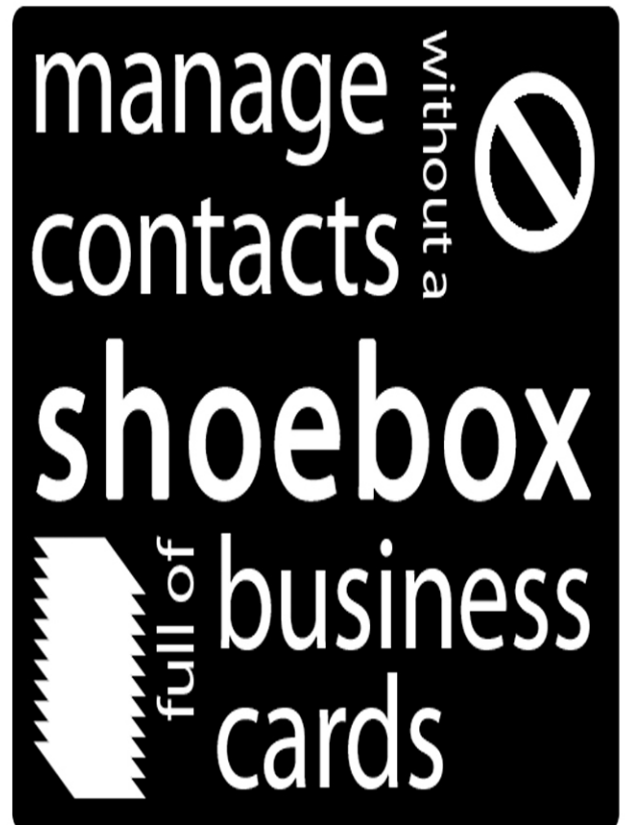
like the perfect fit, but it has been successful for everyone involved.

Troy loves to be able to help other business people connect and grow their business. He is passionate about connecting various business entities to benefit both parties: "I enjoy helping

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small businesses build relationships. I love seeing small businesses turn into big business and succeed at whatever they are doing.”

## What it Takes To Soar To Success

Soar to Success asked Hanna, now President of AddressTwo, if he could identify three traits that he recognizes in successful people; those that he knows will go on to *Soar to Success*.

According to Troy, the **number one trait** would be **hardheadedness or boldness**. He said, *“When I see someone that is passionate and excited about their product and is totally committed, that is someone I want to know.”*

The second aspect is a **uniqueness about their product or service**. When you learn their concept, you think, why didn’t I think of that? Troy shared, *“I become so involved with the idea that I want to help them reach out to others and make the product a success.”*

Third, the person has to **be open to new ideas and fun to work with**. Being bull-headed and steadfast about your product is one thing, but the owner always has to be ready to adapt to the latest technology or concept that will take their business to the next level.

Ultimately, for entrepreneurs to *“Soar to Success,”* Hanna thinks they need to **believe deep within themselves that they are on the right path and can make their idea work**.

Troy Hanna believes in **his product and the power of building relationships**. He brings humor to business meetings and his giving soul brings business people together to spread success throughout the community. He’s a true sales guy; you should know him. Get in touch with Troy at AddressTwo.com or on [f](#) [t](#) [in](#).

  
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# Extending Your Income Taxes: *What You Should Know*

By Tina L. Moe, C.P.A., CGMA

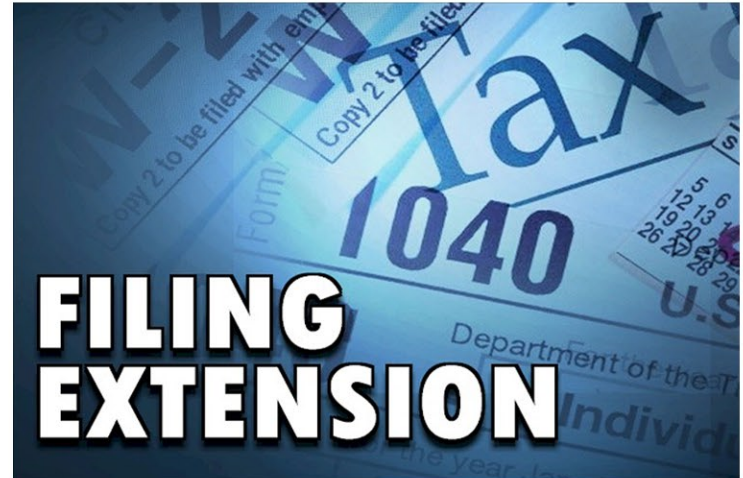
April 15th is just around the corner and you still haven't started your taxes or called your tax accountant to meet, so now what are your options? I have clients that call me every year and say "I just know I'm going to owe this year so let's just file an extension until I have the money." I wish it was that easy but, unfortunately it's not.

The first thing you should know is that filing an extension **does NOT** extend the time to pay your taxes, it only extends the time you have to file the tax returns. If you do file an extension and you think you're going to owe, you're required to send your payment in with the extension to avoid potential penalties for underpayment and late payment of your taxes. These are two different penalties that are assessed for not properly and timely paying your taxes.

There are **three ways** you can request an automatic extension of time to file a U.S. individual income tax return.

➤ The **first method** is to **electronically file Form 4868**, an Application For Automatic Extension of Time To File a U.S. Individual Tax Return; Several companies offer free filing of Form 4868 through the Free File program that can be found on the IRS.gov website. If you wish to file electronically, be sure to have a copy of last year's tax return because you will be asked to provide the adjusted gross income or AGI, from this return for taxpayer verification.

If you need to pay additional taxes when filing Form 4868 electronically, you may do so through



an outside service provider or through e-file. You can refer to your tax software or a tax professional for ways to file electronically using e-file services.

➤ The **second method** is that you can pay all or part of your estimate of income tax due using a credit or debit card or by using the **Electronic Federal Tax Payment System** also known as EFTPS. You may also pay by phone or Internet through one of the service providers listed on Form 4868. Each service provider will charge a convenience fee based on the amount of the tax payment. At the completion of the transaction, you will receive a confirmation number for your records.

**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 her services as well as being relatable as a small 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, finally, the last method is to request an automatic extension of time to file your individual income tax return by completing paper Form 4868 and mailing it to the appropriate address provided on the form.

Again, please be aware that an extension of time to file is NOT an extension of time to pay. This information is being provided from the IRS website, for more information you may visit them at [www.irs.gov](http://www.irs.gov). Or, to contact me to help you file an extension for your income taxes, visit my website at [www.actservices-inc.com](http://www.actservices-inc.com).



Also watch my video on this topic and the others in my video series, Accounting and Tax Tips.

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# 5 Ways To Know It's Time To Upgrade Business Technology

By Jeanne DeWitt

Technology is an integral part of any business. The problem with this is technology ages and eventually needs to be replaced. Because of the sheer amount of new systems and hardware components being introduced on a daily basis, it can be confusing to work out whether you should upgrade or not.

One of the top question I get asked is “*When is it time to upgrade the technology in my business?*” To help, here are five signs that you might want to consider when deciding to upgrade or replace your equipment.

## 1 Replacement parts are difficult to find.

For newer computers, servers, and even mobile devices replacement parts can be easy to come by. But the older the system the more difficult it can be to find a replacement part. If you find yourself in this position then it is a sign that you need to upgrade.

## 2 Repair costs outweigh replacement costs.

As I just mentioned as systems become older, replacement parts will become more difficult to find. Because of the laws of supply and demand, when you are able to find those parts it may be more expensive to replace the part than it would be to invest in new technology. Make sure that you compare the cost to repair your system with the replacement costs, you might be surprised!



## 3 You are running “legacy” systems.

Legacy systems are computers and technology deemed to be old by experts, for example computers running Windows XP or prior to Windows 7. In the case of Windows XP, end of life for this operating system occurred back in the spring of 2014 and there are no more security updates and patches, leaving your systems vulnerable to attacks. Now, not every “old” system should be replaced right away. What we recommend is talking to an IT partner like us. We can help you determine if your older systems do actually need to be replaced, and suggest affordable alternatives.

## 4 Hardware is impeding productivity.

If you or your employees are struggling to complete work because of constant computer crashes, or slow systems, productivity will be



lower than it could be. Should you notice this in your office, it is a good idea to look into upgrading your systems in order to enable employees to do their jobs properly.

## 5 Your systems don't meet minimum requirements.

If you are going to install new software or systems that require other hardware components, be sure to look at the minimum requirements. Almost every piece of software indicates which requirements must be met in order for the software to work. If your systems don't meet these minimum requirements, then the software won't work. Should they meet them, but just barely, the software will work but there is a good chance that it won't work as well as it could.

That is a quick overview of the five signs to look for to determine if it's time to upgrade your technology. If you need help in assessing your software or hardware, please contact me.



Also watch my video on this topic as well as the other quick tip videos in my series, IT Done Right!

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.

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.

For great information watch Jeanne's video series, IT Done Right and visit their website at <http://HireAnITExpert.com> and on [f](#) [in](#) [t](#)

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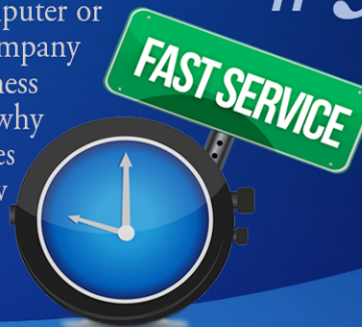
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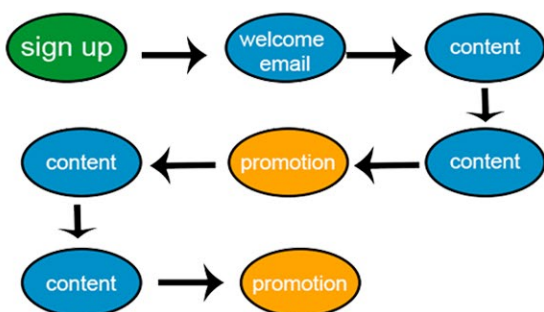
# Autoresponders: *Leverage Your CRM for Long-Term Relationship Nurturing*

By Troy Hanna

**Are you using autoresponders or drip campaigns?** If you aren't, you should be. They are a perfect way to leverage your CRM to nurture relationships with your customers over the long term.

Autoresponders or drip campaigns are messages that are set up to go on a pre-determined schedule. Potential and existing customers can enter into a campaign in a variety of ways and regardless of how they enter into the campaign, **the automatic process allows you to stay in touch with your customers**, provide them value, and nurture them closer to a first sale or their next purchase.

The most common ways that an autoresponder is used is as a follow-up series of emails once a potential or existing client opts in on your website. You have probably been to a number of websites and signed up for a newsletter, free report or audio, a white paper or some other free gift. In exchange for your email address, the business or organization agrees to give you something of value. Here's an example:



Once you enter in your name and email, that company or organization has their system set up so that it automatically responds to that action by sending you the promised item. Because you opted in, you will also likely receive a regular newsletter or other marketing offers from them via e-mail.

To set up your autoresponder, here are **three things you need to determine**.

**First** decide what you want to deliver to your audience once they opt-in. Make sure that whatever it is provides value to them **BEFORE** you ask them to make a purchase. Think of the autoresponder as a way to court the customer. Don't rush right into pushing them for a sale. What you provide doesn't have to be extravagant. It can be a checklist, copy of an audio interview you've done previously, ebook or even just the first chapter of an ebook if it's a large publication. When you think about your offering in terms of what's good for your audience, i.e., what will help them, you will always come out on top.

**Next** decide how they will get into your campaign. Will it be an opt-in on your website? Will you have a fan-gate on your Facebook page where they can request it? Will they get manually entered from attending an event? Whatever you choose, always remember that you must never ever put someone in your email distribution list that hasn't expressly given you permission to do so. This is not only bad form it's against the CAN-SPAM Act and violating that could land you in big trouble.

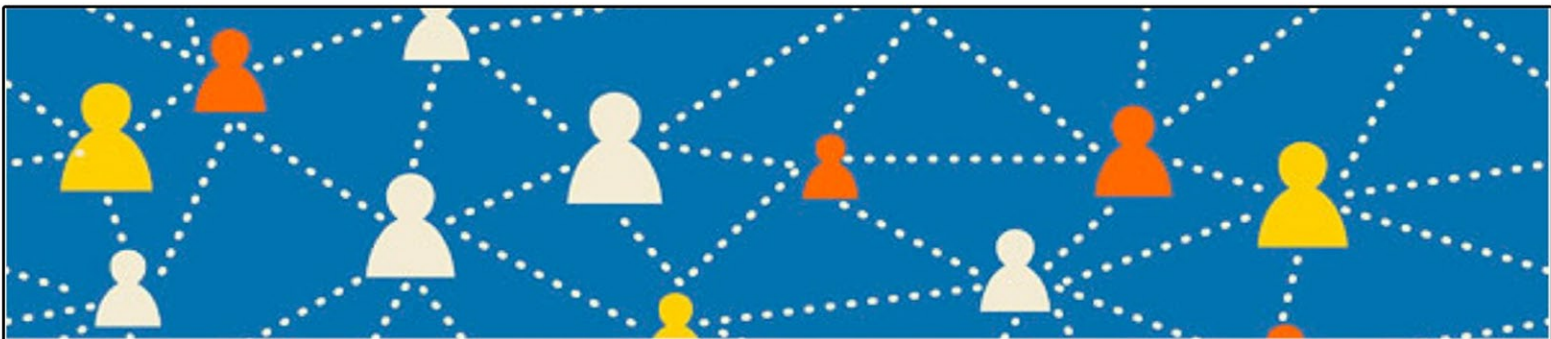
**Finally** you need to decide the schedule that you'll deliver your offering. If it's a one-time piece, you should send it right away. If it's a series, you can deliver it daily, weekly, or on any other schedule that makes sense. And on a side note, make sure you also determine how you will continue to keep in touch with your prospect once that specific campaign ends.

Remember, they won't ever buy from you if you don't continue to nurture the relationship. Be sure to also watch my video on this topic shown below.

Troy Hanna is the President of AddressTwo, the simple CRM for small business. Troy is passionate about the customer experience and teaching others how to stay top of mind, organized and always growing their businesses.

Troy has even created a blog for small business owners, U.AddressTwo.com, where outside small business thought leaders contribute blog articles targeted to the small business owner and staff. Be sure to also visit his website at AddressTwo.com

and check out his video series on Indy BizTV Shows. You can also find AddressTwo on Facebook, Linked IN and Twitter.



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# Best Practices to Achieve Great Tech Etiquette: Part 1

By Holly Kile

*Do you get annoyed when someone is always on their phone in the middle of your meeting?* In this month's article, I plan to share 5 best practices to ensure that you have great tech etiquette. Come back next month for another five.

**We've all been there.** There's that one person who constantly checks their email on their phone while you're having a meeting. Or maybe it's that annoying individual who never seems to be fully present with you because they are continually texting.

In today's ever-changing business landscape, we have more and more people starting their own businesses - many of which work alone and work from home. In that environment, you get used to hopping on the phone whenever you need to and checking email all the time. Unfortunately, **I think sometimes we forget that we can't do these same things when we leave the home office.** It's easy to stay tethered to our technology devices but we need to remember our manners as well.

**Here are 5 best practices to ensure you have grade A tech etiquette.**

**1** If you're in a business meeting, **be fully present in that meeting.** Turn off your phone/tablet/etc. If you need to, put an out of office responder on your email that lets people know that you're unavailable and do the same for your phone in your voice mail message. If you are expecting a super-important phone call, it's best



to give the person you are meeting with a heads up so they don't think you just take any random call during business meetings.

**2** If you're at a coffee shop for the day getting caught up on things, **don't take calls inside.** Kindly step outside to take the call. Your clients may have proprietary information so it's just good form to keep that information private and other people around you are trying to work, concentrate or just enjoy a quiet cup of joe so they do not want to hear you on the phone.

**3** **Use BCC on emails appropriately.** Someone once told me that they thought that using BCC was sneaky but in my opinion that really depends on how it's used. If you are sending out emails to a large list of people who have not agreed to share their email addresses with everyone else on the list then by all means you should BCC those email addresses on the list. There are other instances where you may use BCC and I'll leave it to you to determine what you feel is sneaky and what is not.

**4 Do not add someone to your email newsletter list just because they gave you a business card.** If they gave you a business card and you either asked their permission to sign them up or they dropped it in a fish bowl, that's ok but to just meet someone at a networking function and assume they want to be on your list...that's just not cool.

**5 Just because you work at 3 am doesn't mean that everyone else does.** I get emails on my phone. Many of us do; it's part of what allows me to be flexible and virtual. However, I don't have multiple phones for business and personal use so if you send me an email in the wee hours of the morning, I get a notification. In my case, I control the sounds but there's a cute little light that blinks at me telling that I have something waiting. Use the "send later" function so that it

goes out within "normal" business hours. This is a great way to reinforce working time boundaries for both you and your client.

Using these 5 practices will help ensure that you have great manners when it comes to technology and will definitely up your professional credibility. Also watch Holly's video on this topic.

Somewhere between learning what you need to do to expand your business and finding the right tools to do it is the problem with how to get it implemented the right way. Your marketing or sales coach is not tech support and even the thought of contacting tech support makes your eyes glaze over. What you really need is someone that can translate geek to a language you understand. You need someone to hold your hand through the process. **Pixie Dust Marketing**, a division of **HJK Global**, is exactly what entrepreneurs and small business owners need to take their business to the next level.

**Founder and Chief Pixie, Holly Kile** has been working with business owners for more than a decade helping them streamline their processes, discover hidden revenue opportunities and create solid visibility strategies.

Catch up with Holly at [hjkglobal.biz](http://hjkglobal.biz) and on Facebook, Linked In, and Twitter  
Also watch Holly's videos on **Indy BizTV Shows**

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# Design Tips - The Power of Plants in Your Office

By Leslie R. Podolsky

*What is one simple thing you can put on your desk that can make you happier and more productive?* You probably guessed it from the title of this article. Right, plants.

Few things revive our appreciation for nature as much as spending every day inside an office. So why not bring nature inside? Put a plant on your desk to spruce up your space. Plants have psychological powers in addition to visual charm. Research has even shown that plants in the office significantly increase workplace satisfaction, self-reported levels of concentration, and perceived air quality. Researchers also suggest that a green office increases employees' work engagement by making them more physically, cognitively, and emotionally involved in their work.

Here are a few examples of great plant choices:

**Peppermint:** According to one study, sniffing mint can increase your alertness and enhance your memory. They say it can also help suppress your appetite!



**English ivy** is particularly efficient at cleaning the air by ridding it of airborne pollutants spewed by computers and office machinery, which can cause headaches and nausea.



**Cactus:** Just be sure to keep it where no one is likely to be stuck and give it plenty of sunlight. There are many types to choose from, all of which are certain to spark conversation.

Desk plants might even be more refreshing than a window view, all told, because workers own them and likely feel the urge to tend them throughout the day. Check out my website for more information and watch the video below.



Leslie Podolsky is the founder and owner of ORGANIZED by Design, LLC. She is a licensed architect and has spent over 18 years working in the

architecture and design industry with residential and business clients. She is excited to use her talents to bring the two worlds of organization and design together by creating beautiful and functional spaces for her customers.

She especially loves crafting custom designed storage solutions and setting up systems to keep her clients organized! Home offices and small businesses are her specialty!

Learn more about Leslie at her website and on [f](#) [in](#) [t](#)

# A System to Stay Inspired

By Nikki Lewallen

**Don't let inspiration elude you.** When it comes to inspiration, either in your business or personal life, some days are better than others. The good days can be meteoric and when that happens it feels easy. But, on the bad days, especially those days you're required to be inspired, you could be left wanting.

Most of the time when we think of inspiration we think of hearing something at an event, getting excited about it and then acting on it. Those moments are great but they don't happen every day. To keep your inspirational bucket full, create a system for staying inspired.

Here are two tips for becoming inspired regularly.

## 1 Stir up inspiration in the car

Most people spend at least an hour a day in the car if not more and most of those people aren't using that time wisely. In this day and age there are resources for easily listening to books and inspirational speakers right from your phone. Listening to podcasts or cds is a great way to grow personally and leverage your time in the car. There is nothing wrong with listening to the radio but try being more intentional about making those commutes more productive.

## 2 Look at the people in your life

Are they pushing you to better yourself or are they bringing you down? Find five people that



you know you can always call who can fuel you with inspiration. Consider doing the same for them.

**Don't rely on random doses of inspiration.** Use these quick tips to become more inspired. You will start to feel better and be more prepared to take on anything.

Be sure to watch Nikki Lewallen's video episode on this topic.



Put inspiration on your schedule. Go to [gorainmakers.com](http://gorainmakers.com) to see our calendar of b2b events. We have a variety of speakers and subjects to help you keep those ideas coming!

# Leaders: Developing Empathy & Being Socially Aware Increases EQ

By Cindy Allen Stuckey

I bet you've met and dealt with some very interesting people in your career. Maybe they've had ideas that clashed with yours. Have you ever stopped to think what might be going on with that person that would lead him/her to behave in a certain way? Find out why that's important.

In previous articles, I've shared the first 2 skills on emotional intelligence or EQ that focus on YOU – **Self-Awareness** and **Self-Management**.

Today, I'm going to discuss what you see when you **view the emotion of OTHERS** or what is known as, **SOCIAL AWARENESS**.

To increase the 3rd skill, **SOCIAL AWARENESS**, you need to be able to **show empathy** which is the ability to imagine or picture what it might be like to be in another person's situation. You do this by putting aside your own feelings or emotional agenda and then feel what it's like to "walk in another person's shoes."

This allows you to develop a meaningful and trusting relationship because you relate to others, make each person feel understood and respected.

**Here are six strategies to help you build SOCIAL AWARENESS.**

### 1 SLOW DOWN and FOCUS

Be in the moment, focus on and absorb critical information about others without allowing your own thoughts and emotions to interfere.



### 2 LISTEN

Focus on the words that the person is saying and how he/she is saying them; their speed, tone, and volume of the voice.

### 3 NOTICE BODY LANGUAGE

Words convey one level of information, but someone's body language tells the real story. Notice the eyes, posture, arms, and shoulders to determine if he's relaxed or tense. This helps you get a sense of how open and sincere the person is being.

### 4 USE NAMES

I don't know about you, but I like it when someone calls me by name. When you do this it shows that you are genuinely focusing on the other person, so it helps you build social awareness.

### 5 PRACTICE EMPATHY

This involves you slowing yourself down and



seeing that other person as a human being, just like you. Stop and ask yourself: *“I wonder what is making this person behave this way?”* Then imagine yourself in this position and ask: *“What would I be feeling, saying, or doing?”*

## 6 CONFIRM WHAT YOU’RE NOTICING

Get a reality check from the other person on how accurately you’re reading their cues by saying sometime like: *“You seem a bit upset. Is everything OK?”*

Using a few of these strategies will improve the third skill, SOCIAL AWARENESS which will increase your EQ. If you haven’t taken the quick assessment to find out

your EQ, I invite you to my website to do this.

Also watch my video on this topic and others in my quick tip video series.



Cindy Allen-Stuckey, founder and Chief Strategy Execution Officer of Making Performance Matter, collaborates with organizations to bridge the gap between their strategy and execution by focusing on their only real competitive advantage—their people. She does this by aligning the business strategy with the day-to-day activities of all levels of the organization and then by developing the necessary people structures and processes.

Cindy has extensive experience in three global manufacturing organizations. She holds masters’ degrees in both management and education, is certified in Human Performance Improvement, and is a certified WBE (Women’s Business Enterprise).

For a complimentary organizational assessment, contact Cindy at:

[www.makingperformancematter.com](http://www.makingperformancematter.com)

[www.linkedin.com/in/cindyallenstuckey](http://www.linkedin.com/in/cindyallenstuckey)

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Also watch Cindy’s video series.

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

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# Seeing Things Differently

*Have you challenged your beliefs lately?*

By Rochelle Forrest

When you find that you are stuck in old beliefs about yourself, do a re-frame. Re-framing means that you look at a situation and change your view of it. You change your perspective and sense of the past, which results in finding strength where you didn't know strength existed.

Over the last few years, I challenged many of my long-held beliefs that have greatly influenced my life. I realized ultimately that I needed to understand how I felt about myself. I spent so much time trying to please the people in my life that I had lost touch with what pleases me.



I also discovered that I did not let those closest to me know what I needed. They are not mind readers; WE need to ASK for what we need.

Once I accepted that I have done my best with situations I have been dealt, so much emotional weight lifted and I felt lighter. All the woulda's, coulda's, shoulda's – **GONE!** You see, we are never without choice. Although we can't always control the circumstances of our lives, we can always choose our response to those circumstances. We have free will to decide how to look at our life situations and how to frame it in our minds.

Are you ready to challenge your beliefs and accept that you have done your best with the situations of your life? I let go of shame and guilt



and replaced those feelings with compassion for myself. You can too!

As I let go and reframed my beliefs, I became clearer on what I need and desire. I realized I am worthy to have my desires met. I realize I am not my past. I am who I decide to be right now.

Are you reliving things that did not serve you the first time? A great way to re-frame situations is to repeat affirmations that support the perspective(s) you wish to adopt. Through repetition of positive framing statements, we re-mind ourselves of how to re-frame our beliefs for the better.

**Don't stay stuck and unhappy; make another choice!**

Holistic Transformation Coach and Motivational Speaker, Rochelle Forrest, R.N., has over 30 years of service in the primary and aligned Health Professions. After many years in the public sector, Rochelle 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.

Learn more at [www.RochelleForrest.com](http://www.RochelleForrest.com) and watch her video: **Have You Challenged Your Beliefs Lately** on <http://IndyBizTVShows.com>.

Watch my video series:

Re-ignite Your Inner Passion



With host Rochelle Forrest



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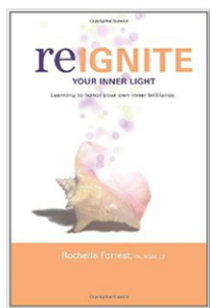
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To take a **Deep Dive** to uncover and connect with your own inner brilliance, contact **Rochelle Forrest**, Holistic Transformation Coach  
**rochelle@createhealthnaturally.com**

Go to:

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

and grab your **FREE** copy of the eBook version of her book, **Re-Ignite Your Inner Light!**



*“Your experiences no matter how seemingly painful or disturbing, have been perfect and given to you to create the life plan that you need. All of our experiences are perfect for our life’s plan.”*

*~ Rochelle Forrest*

From: Re-Ignite Your Inner Light Workbook

# SPEAKING WITH CONFIDENCE

## Self Talk

By Lillian Zarzar

Do you find yourself having a nervous attack when you are going to speak? Are you jittery and does your voice quiver as you start to have a conversation about a delicate subject? Read how to build your confidence with daily application!

Let's talk about confidence as it relates to your self-talk. What are the statements you use with yourself daily?

**For example do you hear yourself say:**

“That was a crazy idea!”

“Stop thinking like that.”

“That was a stupid thing to do!”

“I'll never amount to anything.”

“I can never get it right!”

That's because as a child you may have heard these words:

“Where did you get that idea?”

“Who told you that! You can't do that!”

“Why can't you be more like your bother, sister, friend, cousin...?”

Early on you are programmed with certain phrases as you learn to speak and interact with others. **What you hear you begin to believe, whether or not it is true.**

The truth is, you are who you are. And when you speak, those old phrases pop in when you are nervous, or concerned about what someone



else might think of what you are saying... Granted, not everyone has had such a background; however, no matter where you are in the journey of your life, you may doubt yourself in certain situations!

Remember, what you say to yourself has greater impact on you than what anyone else tells you. **YES! What you say to yourself has greater impact on you than what anyone else tells you!** After all, you hear your own voice daily!

Here are two tips to build your speaking confidence by changing your self talk!

## 1 Affirm yourself

Think of the characteristics you perceive you don't have, and state them as if you already have them. Tell yourself how grateful you are to be who you are and that you are capable, strong and intelligent. Tell yourself that you are articulate and able to speak your truth clearly.

## 2 Talk to yourself in present tense

Say for example “*I am able to speak my truth without fear*” or “*I speak with confidence and authority*”. You could also say “*I am an excellent*

*speaker and people listen to what I have to say,” or “I become a better speaker every day.”*

You may think “I don't believe these statements” - add the word “yet” because remember, what you tell yourself you begin to believe, whether or not it is true! Eventually you believe it and it is true!

**Practice your affirming statements every day!**



As you repeat these positive statements to yourself, you build more confidence, you behave with confidence and you speak with confidence!

Watch my video on this topic and then call me at 614-486-5523 and let's have that conversation to build your speaking confidence together!

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). She is past president of the NSA-Ohio chapter and current member of the association.

She is also a Trained Demartini Method® Facilitator with the Demartini Institute in Texas, a private research, education and service institution dedicated to the development of human awareness and potential.

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-Inspired-Wisdom., and co-author of 5 books, the latest being Conversations on Success.

Learn more at: <http://LillianZarzar.com>

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# Learn How to Manage Stress Instead of it Managing You!

By Dr. Deitra Hickey, PhD

Do you ever feel like no matter how hard you try to balance your life, you are consistently under stress? Especially for those who are mothers being pulled in various directions or fathers balancing work, family and other commitments? Do you have trouble balancing your “to-do list” and feel like you add to it faster than take items away? We all experience certain levels of stress in our life regardless of our age, profession or gender. Stress isn't going anywhere and it doesn't discriminate so understanding how to manage it instead of it managing you is the key.

*Have you heard the analogy comparing our stress to a simple glass of water?*



If I held out a glass of water and asked a few people how much they think it weighs, I would get a variety of answers...maybe 10 ounces, or 12...maybe 16 ounces. In actuality, the absolute weight of a glass of water is not relevant; it depends on how long I extended my arm and held onto it. By holding this small amount of weight, I would not be affected at all. If I held it for an hour, I would probably get an ache in my arm. If I held it for 6 hours, the issue would be much more severe and my arm would likely go numb. If I continuously held my arm out holding a glass of



water for a day, I would probably need to seek medical attention. In each case, the weight of the water doesn't change, but the longer it's held, the **heavier it feels**.

This analogy of holding out a glass of water is like holding onto our stress. A little stress is not going to cause harm or pain unless we continuously hold onto it. If we never find this balance in our life and take time out for ourselves and walk away from our stress, even if we have to return to it, **then it not only interferes with our happiness but health concerns and ailments are likely to occur.**

Some of us, especially busy moms and business professionals, may think that **being mentally tough means battling stress by continuously holding onto it** in the attempt to get more things accomplished in the day. Have you ever said, *“I just don't have the time to do things for myself”*? The most productive business professionals and people in general, learn that **emotionally intelligent people** will put the glass down and take some time for themselves. This in turn will help with overall

effectiveness of all the tasks on your “to do list” in the long run.

Take a moment and think about what it is that you opt to do when you allow yourself to walk away from your stress. Is it spending more time with family or friends; exercising or participating in your favorite hobby; maybe it is doing yoga or meditation or honoring your mind and body with a wellness or relaxation treatment. Maybe it is simply a “stay-cation” where you take a day and stay at home to simply rejuvenate and enjoy a bit of alone time if and when it is possible.

Whatever it is, even if it isn't as often as you would like, putting your stress down and finding life balance is imperative to your *overall peace, contentment and productivity.*

Most importantly, it is critical to your overall health and well-being. So take some time out for yourself, **you deserve it!**

Dr. Deitra Hickey PhD. has utilized her life experiences to develop a passion to help others find their balance and honor themselves through physical, mental, and emotional wellness.

Deitra developed a strong will and resilience at a young age by taking care of two paralyzed parents after witnessing both of them being shot. She then cared for her mother who suffered from Multiple Sclerosis until she passed away at only 48.



Dr. Hickey made the decision early on to take control of her life. She has dedicated her life to assisting others to find positive perspective and happiness. She encourages the importance of capitalizing on life's challenges to strengthen and empower versus using adversity as a crutch.

Dr. Hickey is the owner of Serenity Health and Wellness Center in Maumee, OH. Learn more about Serenity at their website and on [f](#) [in](#) [t](#). Also watch her video series.

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# I'm Thinking of a Number Between 1 and ...

By Jack Klemeyer

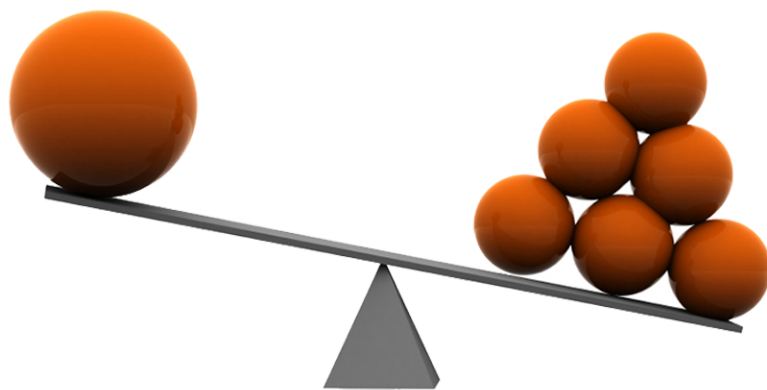
I am sure you have played that game where you guess the number between 1 and some other larger number. This strategy is typically used to select someone without favoring one person over another.

Whether you realize it or not your customers, clients and prospects have a number in their minds, too. In most cases they are not even aware of it, however, I assure you they do have a number in mind and it impacts you and your business.

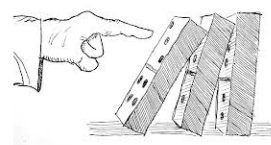
**With every encounter your customers have with you, your team, and your business they mentally make a note whether the experience was what they expected.**

When they call to make an appointment they are noticing if the phone was answered politely and if the person they talked to was polite, courteous, served their needs and listened. If one is missed, they place a number on the satisfaction scale against you. Exceed one and the number shifts to your favor.

What you do not know is that you are not only being judged against other experiences with you. When they are somewhere else and their expectations are exceeded greatly, that experience just raised the bar on how you treat them. It might not seem fair, however, it is reality.



When expectations have not been met during their interactions with you, the customer stacks enough numbers on the scale until they bolt. Some, albeit very few, will communicate with you in some fashion that things are not going well in hopes that they will not have to leave you. Unfortunately, too many times that communication is completely missed and they feel forced to leave.



That is their point of view, and for the record, the only point of view that really matters. And, you need to know if you call them to ask why they left, they will talk about price. “Your price was just too high. We shopped and found a much better deal elsewhere.”

**It is my contention that had things been going smoothly the entire time, they would not have been shopping in the first place.**



The good news is that there are some simple steps you can take to make sure your customers do not think about leaving:

- **Listen to your customer**, have a simple way to accomplish this.
- **Make your day-to-day processes into systems to provide consistently good service.**
- **Design the experience your customers should have** and then check to make sure every customer is getting that experience.

We all need to remember that we get paid for bringing value to the marketplace and when we cease to bring value, we lose the business. When we bring more value, perceived or real, we get a raise.

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.

Connect with him at <http://gybcoaching.com>

Watch My Video Series:



Learn more about the topic of Jack's article and many other topics in his quick tip video series, *The Guy To Know When You Want To Grow Your Business*. Also connect with him on Facebook, Linked IN, and Twitter.

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# The Significance of a Proprietary System

By *The Merit Group; Shamara Cox and Terry Dove Pittman*

As an entrepreneur, you should assemble expert knowledge into a **signature informative business system** otherwise known as your **proprietary system**. This system should reflect your expertise as well as simplify a difficult issue common for clients. A signature program is vital for any company that wishes to expand and capture a nice size of the market share; such a program should be your **foundational product or service**.

Most small business owners, especially those which are heavily service-based usually have a multiplicity of services that can be compacted into a technique which is proprietary only to them. You can create this process based on this simple step-by-step approach:

### 1 Solve a Story Problem

Identify the most common problem either within your industry or with your clientele. There is a story behind each proprietary system. There are services you provide which answers the questions for your clients and industry which have not been answered in the manner of your creativity and knowledge.

### 2 Development

Create simple procedures, resources and tools which can be understood effectively by your clients. After identifying the issues, you must be able to convey how your company has a full-proof method to solving those problems.



**So what is the purpose of developing a Proprietary system? Below are a few benefits.**

- **Monetizing Your System.** Once a proprietary system is developed, it can be sold as its own offering separate from your other service, which could possibly be incorporated as an up-selling technique. Even if you are relatively small company, your signature system can aid in the expansion process as customers will begin to coin you as the authority.
- **Price Evaluation Determination.** Creating an easy and recognizable process allows for you as a business owner to dictate your price point rather than allowing clients to pre-determine your value.

- ▶ **Simple Scalability.** Because the system has a step-by-step process, it can be duplicated and taught, allowing it to be scaled easier which could possibly catapult a small company into the global economy.

A signature or proprietary program can make all the difference as most consumers relate to a concrete system with expert knowledge, which will assist greatly in your closing ratio. Watch our video below on this topic and contact us at



317-805-4896 if you need assistance with these steps or would like a consultation.

## The Merit Group Partners:



As a consultant, **Shamara Cox** has worked with businesses partnering in strategy, technique and implementation. Her creativity redefines their potential and adds immeasurable value. Shamara been training and coaching entrepreneurs, and consulting with such enterprises like Simpatico Equine Services LLC, Beacon of Hope Shelter for Women, Inc., Vanhorn Vacations LLC, TC Howe Community High School, Paradigm Coaching LLC, Emmerich Manual High School and Charter Schools USA, a mega education management firm, for over 15 years. Shamara is the proprietor of Shamara Cox LLC, her personal motivational speaking brand, Partner at The Merit Group LLC, CEO of BLING Sorority and Founder of Pressed Oil Life Ministries, Inc.



**Terry Dove Pittman** attended the Business Finance Magnet program at Northwest High School, where she graduated with honors and later attended Indiana University-Purdue University-Indianapolis completing her Paralegal certification. Professionally, Terry was Authentication Deputy for former Indiana Secretary of State Todd Rokita (2002-2011); where she acted as International Liaison and Special Deputy between the State of Indiana and many foreign embassies and foreign nationals. Not surprisingly, her “go-getter” attitude, willingness to work hard and desire to excel in service to others led her to join many community organizations. She is a graduate of the Indiana Leadership Forum (2004), Hoosier Congressional Policy Leadership Series graduate (2009).

Connect with them at The Merit Group Indy and on [f](#) [in](#) [t](#)

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# Two Eye-Opening Statistics for Baby Boomer Business Owners

By Patrick Good

In writing about building value in a business, or preparing for that eventual exit of the owner, I'm aware that many readers might be thinking:

"It's easy for him to say. He doesn't have to deal with the day to day challenges of this business. I'd like to work **ON** my business instead of **IN** it, but how do I get started when I'm already working XX hours per week?"

Ultimately, it comes down to what's really **important to you**. For a lot of us, we know we should plan for the future, but the future is kind of vague, and since it is the future, it feels like we can wait. But since building a valuable business can take years, it is logically in our best interest to get started right away, taking small steps every week to enhance the business asset we own.

A couple of recent statistics from the folks at **The Sellability Score** might be useful and eye-opening to you in terms of re-setting your priorities to move in this important direction. First of all, their research reveals that a whopping

**76% of current business owners intend to exit their business in some fashion within the next 10 years.**

A big part of that statistic has to do with Baby Boomer business owners nearing retirement age. In addition, it is not just retirement that



drives business exit plans, but also younger business owners who have the intention of doing something else in their life (maybe starting another business). So competing with all those potential business sales will be an issue, and based on simple supply and demand economics, the supply side of the equation will drive down prices or the value that can be harvested from the business. **Thus building a business of greater value can tip the odds back in your favor that your business will stand out from the crowd and fetch a premium price.**

One way to take the first step is to take a brief online survey to get your **Sellability Score**. The resulting report provides great insight into areas that you can work on starting now to build value. You can take the free Sellability Score survey at **Get Your Score Here** and get your score. We'll follow-up with your full report.



Are You Running a Valuable Business?

Why take the survey? Further statistics show that businesses which have been sold in the past year **with a Sellability Score of 80 or above** result in offers to buy that are **71% higher** than what the average company achieves. Specifically, the average sales multiple is just a bit higher than 3.6, but multiples for businesses with a score of 80+ are higher than 6.2! You do the math. **Take 2.6 times your average annual earnings, and ask yourself if that amount of money is worthwhile going after by building key, identifiable elements into your business.** Even in a very small business, the result will likely be significant to you... what I call "real money".

It's important to also remember, the more valuable your business becomes in terms of its

saleable value, the more valuable it is to you today because it will be more profitable, provide you with more time and wealth in your life, and be run by a great team that you trust and are proud to be associated with. **That is worth getting started today!**

Patrick Good helps business owners in the NW Ohio area grow their profits and transform their business; his philosophy is "your business should work for you, instead of you working for your business."

Pat is the Owner of PAG Associates, a Corporation consisting of 5 business units, including AdviCoach of NW Ohio. Pat founded AdviCoach of NW Ohio in 2010. Watch Pat's video on this topic:



Find out more about Pat at:

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## Motivational Moments

### *Design It With An Attitude of Gratitude and Celebration*

By Jamie Sue Johnson

Are you loving the life you live? Are you joyous, passionate, kicking it up. In this article, we will Design it by creating ways to bring celebration to your work and life.



*This  
Healing  
with the  
Angels  
Oracle Card  
Celebration  
reads:*

“Good news! Cause for Celebration is here and it is time for you to enjoy the fruits of your labor. In this card it says: the angels want you to know that this is a light filled time in your life. You have been working towards making changes and your intentions have now manifested into form. This is the time for you to fill your heart with a warm feeling of gratitude.”

How many times a day do you celebrate? Share joyous gratitude to yourself for all you are up to, generating, being and doing?



How is your self talk – is it positive and joyfully pulling you into the future or is it negative and self deprecating? Are you pulling yourself up or knocking yourself down.

KnockEmAlive.net, my website, is named so because we don't need any more dead people walking around.

### **Knock yourself alive!**

Celebrate and be grateful for where you are at. Abraham-Hicks say you are where you are. **You are where you are.** I say you can't be anywhere else so be present. Shift to the gift – that's why we call it the present!

What are **10 things you could thank yourself for?** Grab your tablet or smart phone - capture them. Then re-read each one with a breath in and then out, read the next; in and out.



When you are grateful and present the Universe is able to deliver you what you want.

Smile, be glad in the moment for your toes or ears or even that there are buses.....

### **Celebrating is KEY!**

I promise more goodies will head your way as you celebrate yourself in more and more moments.

What can you celebrate today Right now, call someone and share it too! Feel the positivity flowing from you and to you.

To locate ways to celebrate and be grateful no matter where you are or what you are doing or going through stop by knockemalive.net or follow us on  or  at LIVE IT IN 3D.

Also watch my video episode on this topic and others in my



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series.**

Jamie Sue Johnson, Motivational Speaker, Executive Coach and President of J2 & Associates is Certified as a Master Coach and a Coach Training Leader. She co-founded a coach training firm and has been in the business for over 16 years. Check out her videos on Columbus BizTV Shows for more motivational moments.

