

# SOAR TO SUCCESS



**Dr. Deitra  
Hickey, PhD**

*Making a Positive  
Impact in the World!*

Time Management TIPS  
That Actually Work!

The Five A's of Team Talk:  
These Will Improve  
Team Meetings.

**Plus:**

- \* **Life is Only a Test! Are You Passing?**
- \* **Study Reveals How NOT To Spend Your Time!**
- \* **How NOT TO Exceed Your Customer's Expectations!**
- \* **Tax Document Retention; What to Keep and For How Long?**
- \* **A Picture is Worth 1000 Words; Are The Images You're Using Legal?**
- \* **And so much more...**

## From The Publisher

Welcome to the the May 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 Cleveland coming soon.

Dr. Deitra Hickey, PhD, motivational speaker and owner of Serenity Health & Wellness Center, is our featured expert this month. Be sure to read the article about Deitra, how she developed perspective, created Serenity Health & Wellness Center and now shares her wisdom with audiences as a speaker. Be sure to listen to the full interview with Deitra that was the basis for my article about her.

*Soar to Success* magazine is a digital multi-media publication so please take advantage of all the links provided to videos and other content.

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

Pat Altvater



**BizTV Shows®**  
LOCAL EXPERTS, GLOBAL IMPACT

<http://biztvshows.com>

## Table of Contents

### Cover Feature: Dr. Deitra Hickey

### Core Business Strategies

- 6 Tax Document Retention; What to Keep and For How Long?
- 8 Business Continuity and Disaster Recovery Plan – Do You Need One?
- 10 3 BIG Reasons to Stop Using Gmail As Your Business Address
- 12 A Picture is Worth a Thousand Words

### Personal Growth Strategies

- 14 Time Management Tips That Actually Work
- 16 Carrot or Stick? The Power in Rewards.
- 18 Life is Only a Test! Are You Passing?

### Business Acceleration Strategies

- 20 Benefits of Company Wellness Programs Coupled With Workplace Motivational Speakers
- 22 S.M.A.R.T. Goal Setting in Business
- 24 Why Is The Sale Really Lost?
- 26 The Five A's of Team Talk: These Will Improve Team Meetings
- 28 Study Reveals How Not To Spend Your Time
- 30 How NOT TO Exceed Your Customer's Expectations
- 31 *Events You May Want To Know About*

# Dr. Deitra Hickey, PhD:

## *Making a Positive Impact in the World*

By Pat Altvater

Dr. Deitra Hickey, PhD., Certified Life Coach and Licensed Counselor, owns a successful wellness center in Maumee, Ohio. Serenity Health & Wellness Center offers an abundance of holistic services, ranging from relaxation and de-stress services to



beautification and even rehabilitation. That is a big part of her life and with the help of her staff and qualified therapists, that facilitate many of those services, they make a difference for their clients every day.

Their exemplary customer service is another reason they have won numerous awards in the area.

Dr. Hickey is also an accomplished motivational speaker on a variety of topics, including perspective and health issues. When we asked about those she said: “When we lose our perspective, we also lose our balance and our ability to take control of our stress maintenance. As you know, stress is one of our greatest indicators for our overall health. So I think that targeting the mental health, the emotional mind, body and spirit and connecting those to help people find their perspective is indirectly going to help their health.” Her motivation and inspiration to



speak on these topics comes from personal experience as well as from starting small and seeing the impact that’s been made on others. **It’s encouraged her to dedicate her life to this mission.**

### Finding Perspective in Her Life

Starting at a very young age, Dr. Hickey grew up with a lot of adversity. Her family experienced a home invasion and both of her parents were gun shot victims. They survived, but her father was paralyzed. Later her mother was diagnosed with multiple sclerosis and she too became

paralyzed. Deitra and her sisters faced many challenges as children, adolescents and young adults.

Deitra said of the early difficulties in her life, “We were very close to my mother and she was only 48 years old, when she passed. My siblings and I found ourselves at many crossroads and we had a choice to use our adversity as a crutch or to allow it to strengthen us.”

Like many children, Deitra was dealt a hand that wasn't ideal but her parents taught her that it could always be worse. And now she passes this message on to others in her speaking engagements which are authentic, humorous and inspirational!

## Serenity Health & Wellness Center

Seeing her mother deal with chronic pain was one of the reasons she opened Serenity, a facility that is unique to the Midwest. There is a



need, however, and the community has responded positively.

Deitra believes that the greatest leader is someone that creates leaders around them. And that's what she's done at Serenity. She says, “I don't have children so they are kind of my children. I love to watch them grow and see their passion as they find a part of themselves that they may not know they had as it relates to empathy or helping others. We're finding their

- Massage
- Yoga
- Skin Care
- Foot Detoxifications
- Acupuncture
- Colon Hydrotherapy
- Hypnosis and more...



*Health & Wellness Center*

1685 Lance Pointe Drive • Maumee  
Outside of Arrowhead Park

**419-891-2181**

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



own mission.” I love to write and speak and, at this point, I let my management and my therapists run the show. I step in regularly to tweak things but my mission is to build leaders based on their capabilities.

## What it Takes To Soar To Success

Soar to Success asked Deitra to identify three traits that she recognizes in successful people; those that she knows will go on to *Soar to Success*.

According to Dr. Hickey, “To Soar to Success in business, as well as, life every manager or business owner **must have a strong passion** for what they are doing and remain focused on their task.

They **must also be resilient** and not allow everyday problems to influence accomplishment of their goals.

Thirdly to be successful everyone must **constantly learn and keep up with technology and not be complacent**. Continual research and reading will provide knowledge, as well as, staying abreast of current events and how they will affect daily life, as well as, your business.”

**Dr. Deitra Hickey, PhD is a great role model of someone who Soars to Success!** If you have an opportunity to hear her speak, take advantage of it. She claims that she’s always made fun of herself and now she’s successfully translated that talent, along with her transparency, to the stage! She is very relatable and her stories make audiences nod their heads (and laugh) because either they or someone they know has experienced the very same thing! She says, “The stories of our lives are often quite humorous (with perspective) and if they can put a smile on someone’s face, then it’s worth throwing myself under the bus once in a while.”

Contact Deitra at her speaking website, the Serenity website, or call her at 419-891-2181. Listen to our podcast recording for the complete interview.

  
Business Advisers Making Your Success A Reality®

## Are you ready to take your business to the next level?

Whether you are just starting a company, wanting to increase your profitability, needing to improve your systems, wishing to expand your operations, or seeking to exit your business, we can help you.

Ask yourself, on a scale of 1 to 10, “How is my business performing right now?” If your honest answer is less than 10, we can help you.

We focus on the strategic and tactical issues facing your business. Our programs are designed to meet the needs of closely-held and family-owned businesses by providing individualized one-on-one business coaching that will provide you with:

**Awareness** of the possibilities, challenges and opportunities facing your businesses

**Education** in building and implementing best practices in your business

**Accountability** to achieve your goals and peak performance

We have the Rapid Impact Strategies required to help you address the challenges of:


- ✓ **Time** — Does your business require so much of your time that it is adversely impacting your personal life?
- ✓ **Team** — Is everyone on your team aligned in regards to your business priorities, values and strategies and can the team run your business in your absence?
- ✓ **Money** — Are you earning the profit you dreamt of and do you have the funds available to cover both day-to-day expenses as well as expansion?

At **AdviCoach** of NW Ohio,  
your success is our only business.

Contact us TODAY

567-686-7565

[pgood@advicoach.com](mailto:pgood@advicoach.com)

<http://pgood.advicoach.com> 

# Tax Document Retention; What to Keep and For How Long?

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

If you've been filing taxes for more than a few years, you may have begun to notice a growing amount of important documents, receipts and tax returns that have started to pile up.

**How long do you need to keep all this stuff?** What exactly do you need to keep? And, let's take it a step further: why do you need to keep it?

**The length of time** that you should keep certain records really depends upon what that record proves. You should keep documents and receipts for any kind of income and deductions you report on a tax return until the statute of limitations runs out for that tax period.

**The statute of limitations** refers to the amount of time that you have to amend your tax return to either claim an additional credit or refund or that the IRS has to assess additional tax for that tax year. Typically speaking, **the statute of limitations is three years from the date the tax return is due or when the tax return is actually filed, whichever is later.**

Keep in mind, however, there are some limitations to this three year statute of limitations rule. For example, if you discover that you have underreported your income by more than 25% of the gross income on your tax return, the statute of limitations becomes six years. If the IRS determines that a tax return has been filed and it is fraudulent or you didn't file a tax return at all, there is no statute of limitations for these tax years, so you'll want to keep those records indefinitely.

If you file an amended return, the statute of limitations is three years from the original due



date or two years from the date you paid the tax, whichever is later.

If you file a claim for a loss due to worthless securities or a bad debt, you'll want to **retain those records for seven years.**

So **what sort of records should you keep?** Individuals should keep **W-2's, 1099s, and any other records that support the income claimed on the return.** You'll also want to keep all of your bank statements because these are frequently requested for an IRS audit.

On the deduction side, you'll want to keep **your receipts and any third party records that document a deduction you've claimed on your return.**

**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)



You'll want to be sure to keep records pertaining to assets even after you've sold them because this generally supports the amortization, depreciation, or gain loss calculation claimed on the return.

**Be sure to keep your records in a dry, safe, and fireproof location.** You can keep them in their original format in paper, or you can store them electronically as the IRS typically will allow reproduced copies of records for audit purposes.

And one last thought: It's important to keep these records not only for an IRS audit or state audit, but also in the case of a creditor dispute, an insurance claim or for lending purposes.



For more details on what to save, see my video on this topic, email me or visit my website.

## ActionCOACH<sup>®</sup> business coaching

1. **We Guarantee** to get results and that you'll be able to "Find Our Fee" in your business within 17 weeks of ActionCOACH coaching your company . . . or your coaching is FREE!
2. **We Guarantee** to tell the truth about you and your business... no matter how uncomfortable it may be, or how hard it is to share with you the realities of your business and the changes you need to make . . .
3. **We Guarantee** you a "business re-education" that shows how your business really works and how to successfully grow your company . . . as well as how to apply your new knowledge to any business situation.
4. **We Guarantee** complete confidentiality . . .
5. **We Guarantee** a personalized approach to your business . . .
6. **We Guarantee** a proven system and methodology that is designed to multiply profits in your business, with complete access to our proprietary system of coaching strategies, systems, programs and services . . .
7. **We Guarantee** to show you how ActionCOACH defines business success, and how to build a commercial, profitable enterprise that works without you.



**CONTACT ME NOW to schedule**  
your **FREE** Business Health Check:

Name: Dave Roemer  
Phone: 740-909-4138

Email: davidroemer@actioncoach.com  
Website: [www.actioncoach.com/davidroemer](http://www.actioncoach.com/davidroemer)

# A.C.T. Services, Inc. Certified Public Accountants

- Individual & business income tax
- Tax planning
- Complete business cycle consulting
- Accounting, payroll & financial statements
- QuickBooks training

**(317) 280-2277 • [actservices-inc.com](http://actservices-inc.com)**

# Business Continuity and Disaster Recovery Plan - *Do You Need One?*

By Jeanne DeWitt

### Is your business prepared for a disaster?

Is a data backup enough or do you need a business continuity and disaster recovery plan.

*Unsure of the difference?*

A **Business Continuity and Disaster Recovery Plan** is about making sure your company can quickly become operational after a systems failure, natural disaster, breach, or other interruption. A simple way of putting it is **do you have a plan of what is required to get your doors open and your employees productive after a catastrophic event.**

It is important to understand and separate basic data protection from Business Continuity and Disaster Recovery planning. Most companies have some type of backup in place to provide basic data protection. When data is lost in isolated situations, such as a hard drive failure, lost device or virus, your local or cloud backup provides a reactive way to rapidly restore your data.

Business Continuity and Disaster Recovery provides a **proactive plan** to reduce your risk in a disaster recovery scenario and shorten your time to get back to business as usual. If you don't currently have a Business Continuity and Disaster Recovery plan you should really think about creating one. **Here are three things to consider:**

### **1** Your Risk Assessment

Start by gaining an understanding of you environmental risks and exposure. For example, the geographic area your business is located in may make you more prone to flooding,



hurricanes, tornados, earthquakes or fire. These variables may raise your risks. However if you are adjacent to a hospital or fire department you may have a lower risk of losing power during a disaster.

### **2** Tailor The Plan

Evaluate your core systems to determine what applications and data you need to operate. Basic services such as phone, email or order processing may put your business at risk even with a brief outage. If you are a manufacturing or retail business you may need to make sure that you continue to receive the products that you need for your customers. If you are a highly regulated industry such as: finance or healthcare you may need to focus on making sure that you have access to your customer's data as quickly as possible.

### **3** Keep IT Infrastructure Up to Date

An outdated and unreliable infrastructure may be more vulnerable to malware attacks and less



resilient to surviving a power surge. This can make it a larger challenge to recover systems in the event of a disaster. Keeping your IT infrastructure up to date and compatible with the latest compliance patches and operating systems will make it easier to bring new systems on line in the event of a disaster.

If you are interested in finding out more about creating a **Business Continuity and Disaster Recovery Plan** for your business we can help. Please contact me and 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.

Over the years, they have developed a unique company model making IT Hassle-Free and Budget Friendly, deviating from the typical "Break Fix" type computer company where it is standard to wait for something to break and then send out a technician to fix it, basically profiting from your IT failure. Instead, they have made their success on preventing computer problems from ever happening, virtually eliminating downtime and lost productivity. To do this they have invested in a myriad of tools, processes and certifications that allow them to provide you with affordable solutions and the type of care that Fortune 500 companies have internally.

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 connect with her at their website at: <http://cpuCloudSolutions.com> and on [f](#) [in](#) [t](#)

## Cloud Technology You Can Trust ...Since 1986

### Make the Move To The Cloud If You Want To:

- ✓ Lower your technology expenses
- ✓ Allow employees to work remotely from anywhere, anytime and on any device.
- ✓ Take advantage of built-in backup and disaster recovery capabilities
- ✓ Eliminate capital expenditures



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

419-872-9119

# 3 BIG Reasons to Stop Using Gmail as your business address!

By Troy Hanna

Using a web-based email service has become the de facto method for email users in the last ten years. Easy to setup, free, and accessible from anywhere, web-based email makes perfect sense for business users. **But that web-based email address can be doing damage to your business reputation every day and you don't even realize it.** Here are three reasons to change your email address today.

## APPEARS UNPROFESSIONAL

In business, appearance means a lot. We make a million small decisions every day based on small bits of information. And as much as we all love Gmail, the fact is when your business card says

**username@gmail.com versus  
William@intelligence.com,**

it leaves an impression immediately regarding how seriously you take yourself in business. This can cost you potential business in the long run if a prospect feels you are “small time” in business.

## EMAIL REDIRECT SETUP IS EASY

*“But I like using Gmail. Won't I have to start using a software like Outlook if I stop using Gmail or another web-based email provider?”*

**The answer is no.** You can continue using whatever beloved email method you're using currently, whether it's Gmail, Hotmail, Yahoo, Outlook or any of the others out there. Simply create an email alias and then a forwarding rule for those emails to a destination of your choice.



Essentially this process creates a “mask” for your email address, allowing you to use your website domain name as part of your email address. After all, you paid for and own the domain name, so why shouldn't you be using it?



The simplest method is to use an email forwarding service through the domain name provider (the company you purchased the domain from). For this example, we'll use GoDaddy since it's one of the most popular out there. GoDaddy's customer service can help you if you have trouble or you can use one of their articles to walk you through the process.

## AMPLIFY YOUR BRANDING LONG TERM

Using your domain name in your email address provides long term branding. Now, if someone loses your business card, or forgets your business name, as long as they have your email address in their contact list, **they'll always have your business name.** This improves your top-of-mind awareness long term for clients and prospects.

Since setting up an email domain address is so easy, **there really isn't a good reason NOT to set up a proper email address to benefit and brand your business.**

For more tips and tricks on making your small business, a big business visit our blog [u.addresstwo.com](http://u.addresstwo.com) and **Indy BizTV Shows.**

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](http://U.AddressTwo.com), where outside small business thought leaders contribute blog articles targeted to the small business owner and staff. Be sure to also watch his video on this topic:



Connect with Troy at AddressTwo and on Facebook, Linked IN and Twitter.

## fresh // creative // stylish // fun



Photos by Yvonne is built on the principles of taking professional quality photographs while providing a fun, comfortable and reliable service.

My diversified photographic style continues to grow by following trends, improving my standards, and listening to my customer. My unique service has established my place in this industry since 2008, it allows me to make a distinctive and substantial impact for my clients.



[www.photosbyyvonne.net](http://www.photosbyyvonne.net) // 419.279.3545 // [photosbyyvonne@gmail.com](mailto:photosbyyvonne@gmail.com)

# A Picture is Worth a Thousand Words

By Holly Kile

*They say that a picture is worth a thousand words but don't let it cost you a thousand dollars.*

If you are using pictures for your blog, newsletter, or just on your social media pages, you need to be careful to only use images that you have the right to reuse. You can do that by either **paying for the image** or by using an image that is covered under a Creative Commons License.

If you choose to buy images, you can use a stock image company like **istockphoto, canstockphoto, shutterstock, or fotolia**. Images can cost a few pennies to several thousand dollars depending on the site, license terms, and popularity of the image. While you should **verify the actual terms** on how you can use the image, most purchases allow you to use that image freely in a small business for things like blogs and newsletters.

If you wish to get images for free, you definitely need to be more careful. Images that are free for you to use are covered under the **Creative Commons License**. Generally you can use them as you wish as long as you credit the source. If you use an image that you didn't pay for and isn't covered under Creative Commons, you could find yourself owing hundreds or even thousands of dollars to the owner of that image.

**In order to protect yourself, here are a few tips:**

1. You can find many **free images using Flickr**. When you go to the Flickr site, be sure to explore



“The Commons”. This will give you search results covered under creative commons. When you find an image you wish to download and use, don't forget to make note of the owner so you can properly attribute it back to them.

2. Sometimes you may just want to do a **Google search for images**. In Google, when you click on Images, click on the Search Tools button. This will bring up a sub-navigation menu where you will find a button labeled Usage Rights. There, the drop down menu will allow you to choose what type of rights you need for the image purpose you have.

3. **Free and Royalty free are different**. If it's listed as Free you can probably just download it but if it's listed as Royalty Free, even though you may not have to pay the photographer, you will probably still have to pay the agency who has the image.

4. Remember that just because you can download an image that isn't labeled for reuse, **that doesn't mean that it's not protected by copyright.** When in doubt about the license, don't use it.

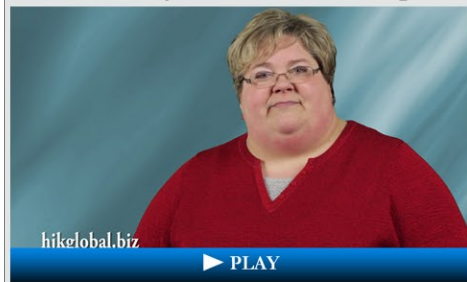
You may think that your blog is little or your newsletter list is small and surely nobody will **"catch"** you using an image. After all, it's the PERFECT picture for what you need. Rest assured, no matter how small, you are still at risk. Image companies like Getty Images have programs that scour the Internet looking for images matching those in their database. The best way to stay safe is to pay for your images or to be certain to only use those under the Creative Commons License.

To stay informed on other helpful information for your business, be sure to subscribe to our newsletter at [www.hjkglobal.biz](http://www.hjkglobal.biz).

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.

Watch Holly's video on this topic:



Connect with Holly at [hjkglobal.biz](http://hjkglobal.biz) and on [f](#) [in](#) [t](#)  
Also watch Holly's video series on Indy Biz/TV Shows



## For Savvy, Stressed ENTREPRENEURS

Download Instant Social Media™ Today  
Have "Something to Say, Right Away!"

Each Pack includes:  
Relevant Articles - Images - Quotes (All Ready to Post!)  
+ Handy Step-by-Step Guide!

Get yours today at [www.hjkglobal.biz/instantsocialmedia](http://www.hjkglobal.biz/instantsocialmedia)

# Time Management Tips That *Actually Work*

By *Cindy Allen Stuckey*

**Does it seem that you never have enough time in the day? Have you ever looked back at your day and thought “did I get anything accomplished”?**

The second topic in my series, Great Leaders Secrets No One Talks About, is about managing our time. We all have the same 24 hours, why is it that some people get so much more done than other people?

Have you ever noticed that there are people who seem to thrive on “being busy”? It’s like an adrenaline rush. Instead, you need to concentrate on results, not on being busy.

I’ll bet you’re thinking--**how do I get started?** Well, here’s how: today I’m going to give you 8 strategies to help you manage time. **Choose one of these strategies, try it for two to four weeks and see if it helps.** If it does, keep doing it and consider adding another one. If not, try a different one.

**The 1st strategy is to set goals.** Know where you’re going and aim high. For every long-term goal, make sure you set many short and medium-term goals.

**The 2nd strategy is to plan.** Weekly planning on Monday morning on how you’ll spend the week gives you structure and things to aim for. Also, do daily planning; usually we hear about taking time first thing in the morning to plan. Instead, plan the night before. You’ll wake up less stressed.



**The 3rd strategy is to prioritize your tasks.** This ensures that you spend your time and energy on the tasks that are truly important to meet your goals. We all know unimportant tasks can consume much time.

**The 4th strategy is to learn to say no.** Think about YOUR goals and schedule before you say “yes” to take on addition work and over commit. It really is OK to say “no”

**The 5th strategy is to take the time to do things right the first time.** This may take more time up-front, but rework and making corrections take more time overall!

**The 6th strategy is to break large tasks into smaller tasks.** You’ve probably heard this quote: how do you eat an elephant? One bite at a time. Take your short and

medium term goals and break them into smaller goals you can achieve along the way.

## **The 7th strategy is to beat procrastination.**

Practice the 10-minute rule: Do you have tasks that you dread? Try spending 10 minutes/daily on this.

## **The 8th strategy is to make yourself un-interruptible.**

We get distracted by phone calls, emails, colleagues, and social media. But you allow this to happen. If you really need to get stuff done, limit distractions: Block out time for your important tasks, even if that means closing your door, turning off your phone, email, and IM.

It's impossible to get everything done, but you can concentrate on results instead of being busy. Remember to try a strategy for two to four weeks

and see if it helps. If it does, keep doing it and consider adding another one. If not, try a different one. **Watch my video on this topic** and go to my website for more information on **Secrets of Great Leaders that No One Talks About.**

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). Connect with her on [f](#) [in](#) [t](#) and watch her video series on Indy BizTV Shows.

**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**

<http://makingperformancematter.com>

[cindy@makingperformancematter.com](mailto:cindy@makingperformancematter.com)

812-269-8676



## Carrot or Stick?

### *The power in rewards.*

By Jamie Sue Johnson

**Work Hard. Play Hard.** This is a fabulous model but I think today we get really caught up on the *WORK hard* part and **forget about bringing in rewards, celebration, and fun.** Fun is the 4th Pillar for Success.

Some people work on punishment if they don't meet their goals. Others work on rewards. Statistically it is shown that individuals and teams who reward themselves and celebrate along the way get more done.

*When we celebrate, we give off emotions and positive energy which flows back into our work and lives.*

**Dream it.** Spend some time dreaming up rewards in the following financial ranges \$0 dollars to \$25, \$26-\$100, 101-299 299+. Then create an envelope in your sock drawer or a special bank account where you start to stash \$10 - \$20 bucks a week, or more, so when you are ready for a reward you have the FUNd\$ to have fun and reward and celebrate your success.

**Celebrating steps, milestones and accomplishments along the path to Success gives you fuel to keep on going.** In coaching with me, we design levels of rewards so we can have you win and then take the reward which inspires you to keep taking action consistent until you have achieved your vision.

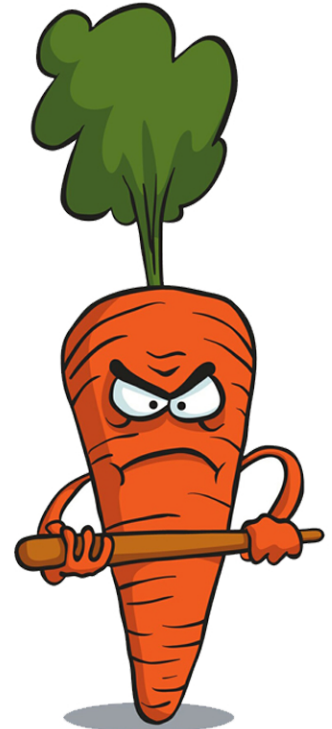
Setup rewards and celebrations as you reach your personal and professional goals. Schedule

a long weekend off or away. Schedule the massage as one reward and go and get it as a second reward.

Remember rewards don't have to cost a great deal of money. One of your rewards can be to watch one of my inspirational videos.

Rewards can help you refill your tank, pat yourself on the back and honor the road taken, accomplishments and learnings. It will rejuvenate you. It will refresh your energy.

*It will set you up to continue to take your rewards and celebrations as you accomplish your goals and SOAR to success.*



Live it. Dream it. Design it. Do it.  
and Knock 'Em Alive!

▶ PLAY



**Dream it.** Think up rewards and ways to celebrate in small, medium, large and HUGE ways.

**Design it.** Write down the rewards – Post them – Assign them to certain milestones along the way.

**Do it. & Celebrate.** Rewards work when you Do it.

*What one action can you take today to add the the 4th pillar for success – FUN to your work and life by creating carrot or rewards for your accomplishments?*

Connect on Facebook Live It in 3D and let me know how you are adding FUN. I am looking forward to working with you to create more FUN in your life!

Jamie Sue Johnson, Executive Coach and President of J2 & Associates, has over 25 years of business experience in the corporate sector and as an entrepreneur. Her management experience includes handling multi-million dollar budgets and organizations of over 130 employees.

Jamie Sue is Certified as a Master Coach and as a Coach Training Leader. She co-founded a coach training firm and has been a coach and motivational speaker for over 16 years.

Connect with her on Facebook, Linked In and Twitter and also check out her videos on Columbus BizTV Shows for more motivational moments.



Need a speaker for your next event, association meeting, seminar, workshop or corporate training? WE CAN HELP!

BizTV Shows® experienced speakers provide quality of life, inspiration, and/or business advice presentations that fit your time frame and budget requirements.



Our focus is to help audience members grow their business or improve the quality of their lives!

We understand how difficult and time consuming it is for you to find the perfect speaker. Allow the team at BizTV Shows® Speakers to make your job easy so you! Contact us TODAY!

**DO IT.**  
Action Steps to LIVE  
the Life You Love



**Are you ready for  
your best life,  
to come to life?**

**ENROLL in the Live IT!  
Telecoaching Series TODAY!**

Dream it. Design it. Do it.  
**LIVE IT! Life Series**



**Knock 'Em Alive!**

J2 & Associates

**Contact Jamie Sue Johnson,  
Motivational Speaker,  
Columbus BizTV Shows Host,  
& Executive Coach**

<http://knockemalive.net/>  
614-657-8074



# Life Is Only A Test!

## *Are You Passing?*

By Rochelle Forrest

I believe that we are here to learn, love and grow. God is always a constant. WE are the ones that disconnect. Stop. Feel his love, re-connect. You will feel his power and love.

In many ways, **life is a test**. It is a test of character, our resolve, our priorities, and our ability to re-member that we are all spiritual beings having a physical experience. What happens in our lives is only a test of our spirit. It is **what we choose** in the face of such tests that matters the most.

Do you remember the old Emergency Broadcast System? It was designed to be used in the event of an emergency to make information available via radio and television to the public. There would often be test of the system at random times during which a deep announcer's voice would say: "This is only a test." Ironically, this system was never used in an actual emergency. Although there was a false alarm in 1971!

**It is funny, but life is much the same way.** It is only a test. It is only a test of our powers and of our purpose, for the benefit of our spirits. Life presents situations that can be very painful as we grow through them, so remembering this is only a test will help you through the growing pains.

**When you don't get sucked into a situation, you gain an enormous amount of power.**

Here's an exercise you can do to help you along the way. Think of some tests that you have faced recently in your life. Write them down. For each one, what options were available in the face of



those circumstances? If you have trouble seeing what choices were available, ask yourself what would Jesus have done? Can you see new possibilities now? Make an inventory of all the options that were available. **You have choices.**

If you would like more resources go to [rochelleforrest.com](http://rochelleforrest.com) and opt-in to get my FREE eBook, *Re-Ignite Your Inner Light*.

Also watch my video on this topic.



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: *Life is Only a Test!* on <http://IndyBizTVShows.com>.

Watch my video series:

**Re-ignite Your Inner Passion**



With host  
**Rochelle Forrest**



CREATE HEALTH NATURALLY

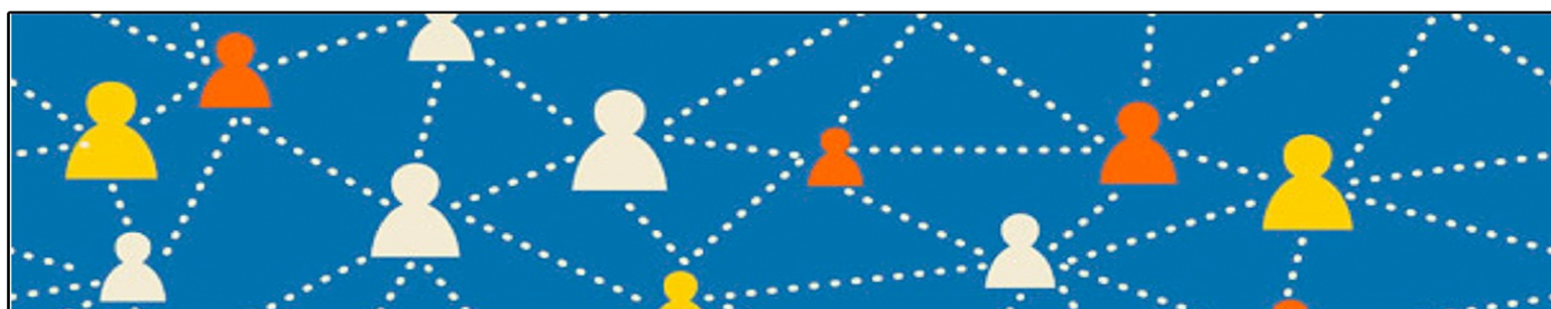
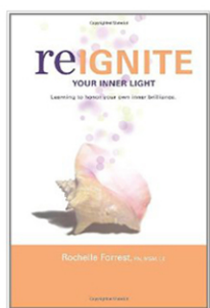


*“You are missing out on far too much joy by living less than your full potential. Let me help you find your way to health, well-being and your soul’s purpose.”*

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



## Frustrated with Networking? WE GET IT.



**Rainmakers is different.** We work with you to understand your business development goals and facilitate opportunities to get you in front of your ideal client as often as you need.

Mention this ad and enjoy a complimentary ticket to our **Strategic Networking Training**, where we teach you how to network for results. Contact our Success Manager, Stephanie Dohnert to get plugged in!

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

(317) 840 – 8118

[stephanie.dohnert@gorainmakers.com](mailto:stephanie.dohnert@gorainmakers.com)



# Benefits of Company Wellness Programs Coupled With Workplace *Motivational Speakers*

By Dr. Deitra Hickey, PhD

**Does your company, business or organization need a little motivation, relaxation, stress reduction or overall wellness attention?** Company wellness programs are on the rise and the research shows that **company wellness programs increase the chances of employees reaching the desired level of productivity and overall contentment and job satisfaction.**

Work related stress, team building efforts, and work-life balance are on the rise for a reason. It has been shown that **employees state that “work” is the number one cause of their stress.** Companies that implement wellness programs for their staff **have a more productive work environment, have a higher likelihood of reaching the maximum potential of their employees, and retention longevity is increased.**

**So what does a Company Wellness program look like?** The great thing about them is that they are typically completely customizable based on an organizations budget and overall needs or desires. They can be as simple as a **day of wellness** through



a professional development for the staff once a year or more ideally, a consistent, on-going complement of wellness



throughout a calendar year. This could include **monthly chair massage** for the staff—even a few minutes of relaxation makes an employee de-stress and feel valued that their employer made the effort to make them feel special and recognize their hard work.



**Bringing in a motivational speaker;** this could be a series of intimate lunch and learns with small groups or shifts or, it could be a large presentation to hundreds depending on the size of the company.

Regardless, a quality motivational speaker (domestically or internationally), give me a call offers perspective and insight to stay true to their title-to motivate, encourage, and help your employees see the positives in their jobs. This not only helps with overall attitude, but it also encourages teamwork, positivity and can single-handedly uplift the culture of an organization.

On-site yoga, nutrition panels, health screenings, monthly wellness newsletters can all be provided to complement the wellness efforts of a company. Some insurance premiums are also lowered when a company implements a wellness program.

If you have questions or would like a complimentary consultation on what a wellness program may look like for your organization

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.

## addressstwo

### The Simple CRM For Small Business

<http://addressstwo.com>



manage  
contacts  
shoebox  
business  
cards

without a 

full of 

# S.M.A.R.T. Goal Setting *in Business*

## Setting Goals

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

Budgeting is a goal, a marketing plan is a goal, long range planning is a goal, and there are daily goals, meeting goals etcetera. **But why do we need to set goals and more importantly, how do we set SMART Goals that benefit the business.** I doubt there is anyone that denies that setting goals is important and worthwhile, but how many people make a conscious and consistent effort to set goals in nearly every facet of their life?

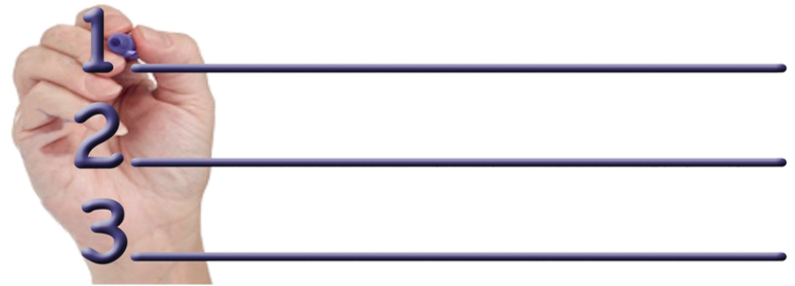
As a reminder of why we should all establish goals let's consider these six reasons that should motivate anyone to act more consciously in setting goals in all areas of their life.

▶ A written goal is a constant reminder of what needs to be accomplished... **A Written Goal Will Keep You On Track For Success!**

▶ A goal written correctly will make the impossible task seem possible...**A Well Written Goal Will Make The Seemingly Insurmountable Task Possible!**

▶ A task that is daunting to most that attempt it because they don't utilize a goal to guide them...**Turn a Dream Into Reality By Utilizing A Goal To Drive Your Ambition!**

▶ Evaluating successes and failures are critical in business. Repeating a success or eliminating a failure can only be implemented if a goal is established...**Goals Are The Benchmark That Determine the Level of Achievement!**



▶ A goal is a true measure of what the outcome of our hard work provides us...**Achieving A Goal Rewards Us With What We Really Want In Life Because We've Self-reflected In Order To Establish That Goal!**

▶ Taking the time to set a goal ensures you the opportunity to get the most out of your time...**You're Focused On The Task At Hand And Will Accomplish More In The Time You Have To Be Successful!**

Now that you're reminded why goals are important now let's look at what it takes to write a SMART goal to ensure success.

### 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, LLC, 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 ofBLING 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 (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](#)



**Specific** – A goal is only as good as it is specific. It must answer: Who, What, When, Where, Which, and Why.



**Measurable** – It must determine: How much?, How Many?, How will I know I accomplished the goal?

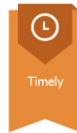


**Attainable** – By self-reflecting and committing to an attainable goal the buy-in is greater; producing new attitudes, abilities, skills, and financial capacities that escalate the opportunity for success.



**Realistic** – Willingness and ability for success are the factors that make a goal realistic. A realistic goal will also

exemplify greater motivation when it is perceived to be realistic.



**Timely** – The more definite the timing is established the greater the likelihood of accomplishment. Avoidance will ALWAYS set in whenever a vague or indefinite timing is tied to a goal.

If you would like support building and/or assessing YOUR business goals...we are eager to team together with you to get the results you desire. Visit our website at:

[www.themeritgroupindy.com](http://www.themeritgroupindy.com) or call 317-805-4896 today!

Look for more small steps that produce BIG business!

## Are you ready to transform your business?



**Put Your Business Goals On The Fast Track Through Our Innovative Business Engineering System!**

- Create Proprietary Programs
- Create a Strong Sales Process
- Communicate Your Brand Effectively
- Breakthrough Business Barriers

9465 Counselors Row, Ste 238  
Indianapolis, Indiana 46240

**317.805.4896**

[info@themeritgroupindy.com](mailto:info@themeritgroupindy.com)

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

**THE MERIT GROUP LLC**

Strategic Planning.  
Business Development.  
Brand Communication

# Why is the Sale *Really* Lost?

By Jack Klemeyer

Believe it or not, there are only five outcomes to any sales conversation. When one person (the salesperson) attempts to influence another person (the prospect) to make a purchase of any type, knowing there are only five outcomes can help you increase your sales.

**The five possible outcomes are:**

- The prospect buys.
- The prospect does nothing.
- The prospect delays taking action.
- The prospect makes a purchase from a competitor.
- The prospect buys a different solution.

The challenge to most salespeople is that they think only the latter two are the reason when a sale is not made. That is flat out wrong.

Just about every salesperson will guarantee you that the sale they just lost went to their competition; usually at a lesser price or perhaps because the prospect purchased an item they couldn't, or didn't, offer. **They are so confident in that fact that they don't bother to follow-up with the prospect and see what really happened.**

The reality is that the prospect may have just not bought – from anyone. And that is where there is opportunity.

It is at this point that the quote by the late great and legendary basketball coach and Hoosier, John Wooden, comes to mind. Wooden said, **“It's what you learn after you know it all that counts.”**



To me, that means when you think you have lost the sale, you need to find out what really happened or why the sale was lost. Either way, you will learn much from the conversation.

What often happens is this: It is human nature that people refrain from making a decision almost at any cost. According to **Dan Kennedy**, best selling author, copywriting king and marketing guru, **“there are more non-buyers than buyers.”** You see, Dan knows human nature and he knows that immediate and persistent follow-up will close more sales than any other thing a salesperson can do. Dan also knows that most all salespeople, maybe even you at this point, say something like “but my clients are different.” **Well, I have news for you – they are not!** Why? **Because it is human nature.**

It is unfortunate, but true, that prospects lie. Really they do. Why? Simply put, it is one of the systems for not buying. How many times have you gone shopping for something specific, walked into a store and been greeted by some



young eager salesperson asking, “Can I help you?” and you respond, “No, I’m just looking”?

Then when you cannot locate the item you want, you notice you cannot locate that young eager salesperson, or worse yet, they are talking to the other young eager salespeople. It is at that point you become frustrated and leave the store. **The salesperson has not followed up** and therefore, has lost a pretty certain sale. You became a non-buyer.

If you do not have a system for selling, you fall prey to the prospect’s system for not buying. As a salesperson, the question you need to ask is,

**“Who has the better system?”**

Contact me at my website if you need help creating your sales system.

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.

## POPULAR BUSINESS COACH & CONSULTANT

# Jack Klemeyer

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

### LEARN HOW TO:

- Choose and prepare for events
- Navigate events
- And a step-by-step follow-up system to...

## TURN TALK INTO CLIENTS!

TURN TALK INTO CLIENTS  
Best Practices for Networking Success



Leverage Your Way to Greater Profits

JACK KLEMEYER

Only  
**\$10**  
+ s/h

Visit us today at: [www.gybcoaching.com](http://www.gybcoaching.com)

## The Five A's of Team Talk *These Will Improve Team Meetings*

By Lillian Zarzar

Can you remember a time when you were conducting a team meeting and found that the members were paying more attention to positioning themselves rather than working to resolve the issue? That they sat around listening, yet not paying attention or becoming engaged in the process?

Use the A's of Team Talk to improve your team meetings.

**1 Announcement** – do you find yourself making announcements of what has to be completed, what projects have to be started, what lists of items need addressing? Interestingly, everyone who listens to these announcements makes comments regarding their implementation, completion, and evaluation. It seems as though everyone has ideas of how things are to unfold. **There are typically plenty of comments about the announcements.**

**2 Agreement** – do you observe that each member of your team agrees the project must be completed, or that it needs to start, or an update is required? Everyone sits around



nodding and stating “oh, yes, I agree with what you said” or “I agree, this really needs to be done.” So now you have agreement of the projects. That, simply said, is an indication everyone is on the same page, so to speak.

**3 Assumption** – do you notice that you assume because the announcements were made and the agreement was clear, someone was going to step in and carry on the project?! Typically you tend to surmise that because the team recognizes what has to be done and you hear them agreeing with you that the next step is implementation.

No, just because everyone **Agrees** you can't **Assume** a project will be done! Just as when the parent announces that the trash needs to go out, or the dishes need to be done, there is agreement – “Oh, yes, you're right...!” Does anyone step up to the plate?? Does any one follow through? Typically not, **because no one is Asked!**

**4 Assignment** – do you realize that unless you ask someone specifically the project won't move forward? Ask a specific individuals to make it their responsibility! Give each member a chance to

volunteer because if a person has an interest in the project, it will more likely be completed.

If no volunteer comes forward, assign the task! Say “I have a request...” or “I’m asking you to take this on”, or “I need this by...” Be specific what is to be done and when.

**5 Accountability** – do you hold the team accountable whether in expectation of time or process, strategy or implementation? You assume staff members take initiative; however, in actuality, if they are not asked, the understanding is that someone else steps in to complete the task! Each waits for the other to take it on since each has so much work load.

Remember, **Announce** what has to be done, obtain **Agreement**, **Avoid Assuming** someone takes on the task, so you **Assign the task** by **Asking** and hold the person **Accountable!**

Contact me 614-486-5523 and I can help you work more effectively and **Accomplish more...that's another A for you!**

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 and 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>

**Your Personal Wordsmith:**

*Tips to Communicate with Clarity & Impact*

With Lillian Zarzar  
Watch my video series!

## Lillian Zarzar, CSP Your Personal Wordsmith!



**ZR<sup>2</sup>**  
G R O U P

YOUR MISSION • OUR VISION

*Do you want to speak with greater confidence and credibility?*

*I can help you...*

*Call me today! 614-486-5523*

*[www.lillianzarzar.com](http://www.lillianzarzar.com)*



# Study Reveals How Not To Spend Your Time

By Patrick Good, Certified Value Builder™

In an analysis of more than 14,000 businesses, a new study finds **the most valuable companies take a contrarian approach to the boss doing the selling.**

Who does the selling in your business? My guess is that when you're personally involved in doing the selling, your business is a whole lot more profitable than the months when you leave the selling to others.

That makes sense because you're likely the most passionate advocate for your business. You have the most industry knowledge and the widest network of industry connections.

If your goal is to maximize your company's profit at all costs, you may have come to the conclusion that you should spend most of your time out of the office selling, and leave the dirty work of operating your businesses to your underlings.

However, if your goal is to build a valuable company—one you can sell down the road—you can't be your company's number one salesperson. In fact, the less you know your customers personally, the more valuable your business.

### The Proof: A Study of 14,000 Businesses

We've just finished analyzing our pool of Sellability Score users for the quarter ending



March 31st. We offer The Sellability Score questionnaire free of charge as the first of twelve steps in The Value Builder System™, a statistically proven methodology for increasing the value of a business.

We asked 14,000 business owners if they had received an offer to buy their business in the last 12 months, and if so, what multiple of their pre-tax profit the offer represented. We then compared the offer made to the following question:

Which of the following best describes your personal relationship with your company's customers?

- ▶ I know **each** of my customers by first name and they expect that I personally get involved when they buy from my company.
- ▶ I know **most** of my customers by first name and they usually want to deal with me rather than one of my employees.
- ▶ I know **some** of my customers by first name and a few of them prefer to deal with me rather than one of my employees.

Are You Running a Valuable Business? Not so much.  Cha-ching!

**THE VALUE BUILDER SYSTEM**

[Find out Now](#)

► I **don't know** my customers personally and rarely get involved in serving an individual customer.

## 2.93 vs. 4.49 Times

The average offer received among all of the businesses we analyzed was **3.7 times pre-tax profit**. However, when we isolated just those businesses where the owner does not know his/her customers personally and rarely gets involved in serving an individual customer, **the offer multiple went up to 4.49**.

*Companies where the founder knows each of his/her customers by first name get discounted earning offers of just **2.93 times pre-tax profit**.*

## When Value Is the Enemy of Profit

Who you get to do the selling in your company (Your Sales Team) is just one of many examples where the actions you take to build a valuable company are different than what you do to maximize your profit. If all you wanted was a fat bottom line, you likely wouldn't invest

in upgrading your website or spend much time thinking about the squishy business of company culture.

How much money you make each year is important, but how you earn that profit will have a greater impact on the value of your company in the long run.

Contact me; I'm a  Certified ValueBuilder™

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:

**AdviCoach of NW Ohio**

Linked In

Also watch his other videos on Toledo BizTV Shows

For Tips to Grow Your Business or Improve Your Quality of Life visit our networks:



Toledo  
BizTV Shows®

Indianapolis  
BizTV Shows®

Columbus  
BizTV Shows®

## ADVERTISE IN

SOAR TO SUCCESS  
MAGAZINE

Contact us to reach business owners in Ohio, Indiana, Michigan and throughout the country.

# LET'S DO BUSINESS

IN ANTHONY WAYNE



## Accelerate Your Opportunities. Do Business Here.

Over 77 square miles make up the City of Waterville, Monclova Township, the Village of Whitehouse, Waterville Township, and parts of Swanton, and Providence Townships, Ohio.

Anthony Wayne is the land of opportunity.



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

# How NOT TO Exceed Your Customer's Expectations

By Tina Imperial, Marketing Manager at Rainmakers

Exceeding customer expectations is the mantra of the unimaginative – the phrase, even if you mean it, has no potency.



I recently had the pleasure of hearing speaker Amy Woodall at our Business Blaze event

last week. Here are key takeaways from her speech that can help your company stand out.

- **Be a Disrupter.** If your competition is doing it then you should not be doing it. Be different by changing customer expectations. Woodall considers Nordstrom a disruptor company. Nordstrom makes returns easier in the retail industry where it is traditionally difficult to return items.
- **Understand customer expectations.** Do you know what your customers expectations are? Many companies make the mistake of assuming they know what their customers want and, in doing so, fail to provide what their customers need. Woodall suggests that you ask customers about their expectations.
- **Screw up customer interactions (on purpose).** You will learn much from this. Unhappy customers are a wealth of information. Getting feedback from an unhappy customer is not a good experience but it is a useful one because it

- **Give them bad news.** Let your customers know your weaknesses. Let customers know ahead of time what to expect – even the ugly stuff. Your customers will be much more forgiving and you'll be able to manage expectations.

Get regular business development tips from our guest speakers and members! **Attend a Rainmakers event today!**

For more information about Rainmakers and our events, visit our website or find us on Facebook.

### Watch Linked In Tips with Tina Imperial



Tina Imperial is the Marketing Manager at Rainmakers. She creates original material for blogs and social posts, and helps spread the word about Rainmakers events and trainings on numerous social media platforms. Tina is extremely knowledgeable and passionate about social media and online marketing.

Watch Tina's other Marketing Minute episodes on Indy BizTV Shows.

# Happenings You May Want to Know About



## Get Clients **NOW!**™

A 28-day business development program designed to help you **Grow Your Business!**

Learn to create an endless stream of clients and referrals by doing 10 easy things per day!

**Two Virtual Webinar Sessions:**

**Session 1: Thursday Junw 4th - 3:30 to 5:00**

**Session 2: Thursday, June 11th - 3:30 to 5:00**

### Here's what you get in this program!

- 2 - 90 minute live webinars
- Complete, easy to follow marketing plan.
- Five follow-up coaching sessions with a small group of other professionals, all by telephone.
- A tool kit of proven marketing techniques.
- An opportunity to get your own copy of the top-selling book "Get Clients Now!" 3<sup>rd</sup> edition.
- New Clients! - **Guaranteed!**

### Who this program is for...

- Brokers
- Coaches
- Consultants
- Designers
- Distributors
- Professionals
- Insurance Agents
- Realtors
- Attorneys
- Accountants
- Salespeople
- Speakers
- Trainers
- Therapists
- YOU!

### You can expect to get results like these!

"Working with Jack on the **Get Clients Now!**™ Program... was great for my business. I knew exactly what I needed to do each and every day to reach my goals. I learned the importance of having a plan"

Cathy D. - Consultant

"I reached my goals right away which showed me that concentrated effort with a plan is the way to go from now on."

Julie K. - Salon Owner

"I really liked the format of the **Get Clients Now!**™ program. I found the accountability calls to be very helpful because I knew if I got stuck there was a scheduled time to get the answers I might need."

Tommy D.- Handy Man

Classes fill quickly  
Register today!  
Complete Program  
only ~~\$299.~~

**SPECIAL  
BizTv Pricing  
\$249.00**

Register Today by  
[gybcoaching.com/gcn-biztv](http://gybcoaching.com/gcn-biztv)

**Space is Limited to  
25 Participants**  
Location:  
2 - Live Webinar Sessions

Use  
Discount  
Code:  
**gcnbiztv**  
to save  
**\$100**

### Your Instructor

Jack Klemeyer has been successfully coaching business & professional people to enhance their performance for over 15 years.

He is known for his warmth, creativity and sense of humor, his presentations are always energetic and highly acclaimed!

**"Jack is the Guy to Know  
When You Want to Grow!"™**

