

Top entrepreneurs share powerful mindsets for Connections & Success

CAREY GREEN



Entrepreneur Mind Hacks Book 2 Connections & Success

Carey Green

Entrepreneur Mind Hacks - Book 2: Connections & Success

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From the Author

In <u>book number 1</u> of this Entrepreneur Mind Hacks series I told you that I am an unapologetic follower of Jesus Christ and that some of the other contributors may not be.

I only mentioned that because I want you to know that while I'm a person of faith, I don't think that means I am the only one who has understood or seen truth.

Truth is truth, no matter who speaks it...

I'm happy to present these great folks to you to play whatever role they may need to play in your life at this time.

All the contributors to this book have given their time and expertise toward this project for one reason... we all believe that you have the potential to rock the world. Your ideas, your projects, your products, and creative ventures

can change people's lives and make the world a better place. We hope that our words are able to spur you toward those ends.

As for me personally...

As I said, I'm unapologetic about my faith in Jesus. He's the very essence of who I am. To deny that or down-play it would be insincere at best and traitorous at worst, so I won't do it.

If you are a follower of Christ I invite you to connect with me through my personal website & blog. It's my hope that the work the LORD has done in my life can be a tool in His hands to spur you toward what He wants to do in yours.

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This section is all about **CONNECTIONS**

People are important

Carey Green

I still remember it, as clear as a spring day in Colorado.



I was listening to an interview of <u>Andrew Warner</u>, creator of <u>Mixergy</u>, an incredible archive of interviews with wildly successful people.

In the interview, Andrew was asked why he began doing interviews in the first place. His answer tweaked my perspective in a life-changing way.

Here's what he said (my paraphrase):

People are incredibly FASCINATING

I don't think I'd ever thought of people that way before. It got me thinking about my life, my beliefs about people, and about the fact that people *are* the most important things on the planet.

Consider that there are over 7 billion of us on the planet right now (2014) and each and every one is entirely unique in a number of ways.

We each think differently, react differently, feel differently, come from different backgrounds, have a wide variety of experiences, and struggle with varied setbacks and inner demons.

And none of that considers that each of us looks different, smells different, and probably tastes different.¹

People ARE fascinating

Here's what Andrew's simple statement did for me.

Suddenly I was able to look at the people I meet every day in a different way. I found myself wondering what they thought and felt. I became curious about their past, present, and dreams for the future. I began to see that every day, all around me, were incredible repositories of wisdom, creativity, knowledge, and experience

¹ Cannibalism is NOT on my bucket list.

that I could learn from; and they were called "people."

Then came the next realization: I'm fascinating too. I have something to offer others.

If I'm honest, that fact is at least part of what motivates me to make connections with other people.

I've been created in a particular way, to be a particular blessing.

If I can just screw up the courage to step outside what is comfortable, there's a mutually-beneficial relationship waiting to be birthed.

If I can be brave enough to say a friendly "hello," who knows what might happen? Who can predict where the relationship could take each of us?

But that was only the beginning. Once I dared take those initial steps of consideration, I began to notice something happening inside me.

Caring for people is fun.

As people began responding positively to my contributions to their lives I realized I was having fun.

I loved the look in someone's eye when my input turned on a light bulb for them.

I loved hearing people get excited about the brainstorm that was churning in their head because of something I said to them.

I loved the realization that I had a hand in helping someone reset their thinking, move toward action, or solve a problem.

And I especially loved that they felt loved by me. That motivated me to do it again, and again, and again.

But it didn't come easy.

Though my change in perspective happened relatively quickly, my actions weren't so quick to follow. There were some very real and powerful things holding me back.

I was insecure.

I had to overcome the self-beliefs that told me I wasn't good enough, smart enough, friendly enough, or likeable enough for others to want to connect with me. The same insecure feeling I had around girls during my high school years was keeping me away from people, and I had to conquer it.

I was afraid of people.

I feared their rejection, their scorn, their disapproval, their disinterest, and it kept me stuck in the private little world of my own mind where only a few others were allowed in.²

I had to learn how to ignore the long-held belief that people were scary and intimidating. I had to convince myself instead that people are fascinating and fun. I had to be brave. I had to initiate conversations and make intentional connections.

I was self-absorbed.

In the end, my insecurity and my fear flowed out of one thing: I thought about *me* way too much.³ I had to start thinking about others; their needs, their desires, their happiness.

² Most who have been allowed in have run away, screaming in terror.

³ I know, hard to believe, but it's true.

That meant I had to get humble. I had to put my focus on others rather than on myself.⁴ I had to see myself as a servant, charged by my Master to bless the lives of other people.

What happened when that change happened

When I was finally able to step outside myself was when things started to happen.

I got involved in a Google+ business community where entrepreneurs were interacting in very positive ways. I met some incredible people and have built some long-standing relationships.

Over time, I've become co-owner of that community and as a result my business projects are showing up on the radar of more and more people.

From the encouragement I received from people in that community I started a new business venture that is by far my most successful to date.

⁴ Philippians 2:3

Beyond that, my new-found care for people has impacted how I develop and deploy my services and products.

I don't build something just to build it.

I don't create products just to have something to sell.

I spend time investigating the pain points that I am uniquely suited to address through my perspective, talents, and skills.

I research the best way to go about addressing those problems and experiment until I get the solution right (which means I'm tweaking things all the way along). That enables me to put together a product or service that is top-notch and uniquely me.

By the time my products or services are ready for people to buy, I'm convinced they are the best solution I can offer for my ideal client's problems.

That impacts the way I market.

I don't target everyone; I only target those who my service/product can truly help. They are the ones who need my service, nobody else does. I don't want to take someone's money if my product is not what they need.

And because I've developed my product well I don't feel the pressure to "sell" people. I know that my service/product will sell itself because it truly meets the needs of those who need it.

It comes full-circle when I sign on a new client.

I want their experience of my service to be exceptional.

I want them to get the very best value in exchange for the trust they're placing in me.

I want them to be happy.

I want them to have no complaints.

I want them to feel so cared for by me and everyone who works with me that they pass my name along to others without me having to ask

I want every interaction we have to be personal, friendly, and fun.

I want every piece of communication they receive from me to contain all the characteristics of a great friendship, *because I consider myself their friend*.

All that came about because of a simple comment, "People are incredibly fascinating.5"

What action do YOU need to take?

That's my story regarding the importance of people. What's yours?

Here are some questions to help you evaluate what's going on inside your soul regarding people:

- How do you view people? Are they a bother? An inconvenience? Something you tolerate? Fascinating? Delightful? Important? Intimidating? Fearsome?
- How are you serving people... I mean truly serving them in what you are doing in business?
- Are you producing such a quality service or product that your clients would pass your name along unasked? What needs to change to make that true?

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⁵ Special thanks to <u>Andrew Warner</u>... wherever you are! Your simple statement is impacting not only me, but my customers too. Way to make a difference in the world!

- Is your marketing aimed at building a connection instead of making a sale?
 What tweaks need to happen to make it so?
- How is your mindset toward people reflected in the way you communicate with potential clients or customers (on your website, in your publications, within your products, through your customer service, in email, etc.)

QUICK TIP:

"The ability to deal with people is as purchasable a commodity as sugar or coffee, and I will pay more for that ability than for any other under the sun."

Insight from

John D. Rockefeller

You've got to become a connector Stephanie Calahan



In today's relationship society, knowing how to connect can make or break your business.

Now, I have to be honest here; knowing how to break the ice and start a conversation has not always been easy for me. What do you say to a person you've just met? Add the brevity of social media and it can get even more difficult. But that is not the biggest challenge I see many business owners have.

Let's talk about mindset for a minute. Are there people that you think you could not approach? Where are you telling yourself that you are "not good enough" or "not smart enough" or "not _____ enough" to have conversations with someone?

Here is an example for you

Every month I'm an expert guest on a talk radio show. The host of the show encourages listeners to reach out and have conversations with her

guests. Some people take her up on the offer and reach out to us, while others never do.

I had one person connect with me through the show about a year ago and we chatted on social media. At the end of the conversation, he said, "You are really authentically real." I laughed and thought, "I don't know any other way to be!"

We had an interesting conversation about that. Since I was an "expert" on a radio show, he felt that I might not be interested in talking to him. (He had not been interviewed on the radio.) It couldn't have been farther from the truth.

I'm so glad that he reached out and started a conversation! We talk often now.

Here are some ways that you can try this yourself:

Make a conscious, powerful decision to say, "I comfortably talk with people that are playing a 'bigger game'."

(Whatever "bigger game" means to you!)

Know that You are enough!

I believe that we all have blessings and gifts that are different. The world is a better place when we step up to our own greatness and interact.

Know that their perspective of themselves may not be as "big" as the impression you have of them.

We don't know what we don't know. What you see online or watch on a stage is only one component of the person's life. Just because someone looks to you like they are 100% together and "have it all" does not mean that they do. They may be craving connection too! Really! I'm serious about this one.

Comment on that "famous person's" social media posts.

Every business owner that I have talked to, from those starting out to those that have built multi-million dollar business, want interaction and engagement! If you find a post you resonate with on Google+, Twitter, Facebook, or LinkedIn, comment! Share how you relate or ask a deeper question.

Comment on and/or share their blog posts.

I love, love, love comments on my blog that engage in conversation. Don't you? There is some education out there that would tell you to only comment if you have some tip to add. I just don't agree. I suggest that you comment:

- when you have something to add
- when you are answering a question that the blogger asked.

- when you have a question you'd like clarification.
- when there was a particular section of the post that spoke to you
- when you have an opinion to share
- etc.

When you are on social media or when you pick up the phone, simply wish someone a good day. Here is a tweet I received the other day: "Good morning Stephanie. Hope you had a good weekend and your Monday is going well?" That was a great way for me to start my Monday and I ended up having a nice conversation with the person that sent it. We built a relationship and I ultimately helped him promote one of his programs.

Open a conversation at events or networking meetings.

I remember a number of years ago when I was in awe of someone that I had been introduced to through a tele-seminar. I learned that we would be going to the same conference and wrote her a quick note on Facebook telling her I looked forward to meeting her. Yet, it took me 2 days of a 3 day conference to walk up to her and say, "Hello!" I did it though, and I'm really glad I did. Turns out, she is very introverted and does not like approaching others. We have since done a number of projects together. What a wonderful

thing I would have missed if I had not stepped up my game and brought my "higher/bigger self."

The Point is: Connect!

Martin Shervington answers my questions about connections.





Talking about connection with other people, you've already talked about being involved with positive people

and that sort of thing. I noticed you've also written about the idea of networked thinking. Can you talk to me a little bit about that?

Several aspects to this; what I found is the technology with Google which has allowed me to do is utilize drive, utilize YouTube, utilize Google communities and they want you to access pretty much whatever resource you want very, very quickly. It means that you share that information very, very freely within a network as opposed to holding back and trying to control the information.

As opposed to, "Well, I'm not telling anyone that, that's a secret." It's very much a free flowing thing. Now, if you allow yourself to support

everybody as opposed to control everybody, and just be there to help, you become friendlier and you get shaped much more by the experience because you're not trying to enforce your will upon everybody.

You actually allow things to naturally happen in a networked way. Opportunities come a lot more freely because of that attitude and this is the difference. There's a great system which is called <u>Leadors</u> actually. It's really helped me to move into a position where I understand how the network is shaping my experience as opposed to me turning up, starting my day as saying, "This is how my day is going to be."

Sometimes on Google Plus, it's like surfing and I cannot determine the outcome until I'm on the wave. It matters the time of day, it matters the content, it matters who's around, it matters the energy, generally. Like this week was quieter. We got Labor Day on Monday. We had Bank Holiday same sort of thing on last Monday.

Things change and you notice that things change, so when you enter into a network thinking "point of view" you start to go, "Okay well that's how the surf is, how the relationships with the people are."

Remember everyone is human. Phyllis Khare



I used to look at the people in my industry as rock stars. But I've come to realize that they are just people and they have the exact same situations and challenges as I do.

So when I need to reach out and connect with anyone, I remember we are all here doing our thing alone in front of a computer and that just being friendly and human is the best way to go.

If I'm having a tough day and need to email or call people, I have trained myself to do one thing before I start typing or dialing: I sit for a moment and let myself become centered and peaceful. Then I start to write or call.

If I'm working from a place of peace and love, the conversations are always better and more productive.



"Succeeding in business is all about

MAKING CONNECTIONS.

from

SIR RICHARD BRANSON

Build trust and never lose it

Carey Green

It has been said the we now live in a "trust economy."



What does that mean?

It means that people are more interested in relationships than they are benefits; more concerned with being part of something than owning something.

A vital implication of that is that the way we market and sell products has to radically change, because the people we're trying to reach with our products have changed.

There are a handful of powerful observations for business that have come out of these changes:

- **1.** The name-brand on a product doesn't matter as much as it used to, unless the name brand has done a good job of making itself synonymous with trust.
- 2. Traditional advertisements are not as effective anymore because traditional marketing is seen as an interruption Yep, a phrase has

even been coined for it - "interruption marketing."6

3. We tend to purchase products and services based on the recommendations of friends, family, and other consumers more than anything else. I can attest to this... when purchasing online one of the first things I look at is the reviews.

Trust is the new currency which businesses need to work to receive. If people trust your brand/company, they will then (and only then) buy your products or subscribe to your services.

There is nothing new about the idea of trustbased business. In fact, it's as old as the Bible.

Proverbs 28:20 - A faithful man will abound with blessings, but whoever hastens to be rich will not go unpunished.

Do you get what that proverb is saying about the importance of trust?

Clamoring for money *alone* brings punishment (*I presume from God*). It's an entirely self-focused

⁶ In his amazing book "<u>Permission Marketing</u>", Seth Godin refers to this old practice as "interruption marketing."

action without concern for others. That's something I take very seriously. Profit is important, but it's not most important... People are (I wrote about that, remember?)

But in contrast, faithfulness or trustworthiness brings about blessing (again, I presume from God).

That is part of what is wrong with interruption marketing and traditional "sales-y" marketing techniques. They are based on persuasion/coercion without any attempt to build relational trust. The mantra of that approach could be, "Talk them into it. Get the money. Run."⁷

So in light of the proverb, what's the *punishment* those kinds of marketers receive? It could be some of the things we see nowadays:

- losing prospects because of their pushy approach
- ticking off their potential customers
- cold email campaigns
- lost revenue

⁷ I know that's a bit cynical, but it does feel that way sometimes, doesn't it? Don't be like that, please.

But what about the company or person in the company who is showing themselves faithful (building trust)?

- They are the ones who have repeat customers.
- They are the ones who develop a tribe of raving fans.
- They are the ones who will abound with blessings.

These are the people who suddenly appear as an "overnight success," but in fact have been working very hard to build integrity and trust into their business for years.

3 ways to break trust in the "trust economy"

In the interest of being helpful instead of just critical, here are 3 sure-fire ways you can break trust in your business.

1. Do not do what you say (*Translation: lie*)

- Make exaggerations about your product or service.
- Don't tell the full truth about what it will cost (hidden fees, etc.).
- Do the very least you can do to get the product out the door (sacrifice quality).

 View your deadlines and guarantees as "guidelines" instead of promises.

2. Treat your prospects as customers instead of as people.

- Act like the business is about you instead of about them.
- Force them to follow guidelines or procedures that are only in place for the sake of your control or convenience.
- Make them wait a long time to talk to someone on the phone. Better yet, make them go through the phone-tree from hell.
- Never ask them questions about their experience with your company.

Don't answer their questions. Or if you do, make your answers convoluted and confusing.

- Don't be concerned about whether they understand how to use your product. You got the sale didn't you?
- Don't provide a F.A.Q. page on your website, and don't update it as new questions come in.
- Instead of explaining things when customers ask, throw a 40 page manual in their lap.
- Make them get help from somebody who does not speak their language very well

(This is not a statement based in prejudice of any kind. It's a common sense customer service statement).

These actions and hundreds more cause the people you're trying to serve to feel like you resent them, want to control them, or don't truly care about them.

But trust applies to more than your business, doesn't it?

Trust applies even more powerfully to relationships that have nothing to do with business. The people in our lives (spouses, children, parents, friends) need to know that...

- We are a person of our word.
- We care about them as a person.
- We want to communicate with them clearly, for the sake of understanding.

Relationships are built on trust.

PERIOD.

If you break trust, your relationships will suffer - I guarantee it.

In over 20 years of pastoral counseling I ran into scores of people who had broken trust in their most important relationships. Part of my job was to help them discover how trust had been broken, lead them to genuine repentance about their part in the situation, and begin to rebuild the trust.

If you're in a place where trust is broken in your relationships, don't despair.

Instead, you need to repent of what you've done to break trust. That means you need to admit where you're wrong and make it right.

And don't mince words or try to sugar coat it. The more clearly you repent, the more thoroughly and quickly healing can come.

Proverbs 28:13 - Whoever conceals his transgressions will not prosper, but he who confesses and forsakes them will obtain mercy.

God will help you rebuild trust if you are willing to get humble and think according to His terms. He will empower you to rebuild relationships you've damaged... in your family and in your business.

Yes, business-repentance is needed

There truly is potential to rebuild broken business relationships - if you will take the initiative to admit where you've failed your customers and ask for their forgiveness.

When you first start it will be excruciatingly painful and humiliating. But you need to grit your teeth and move ahead anyway.

And you won't do well at it at first.

It will take time for you to convince yourself and the people you've hurt that you can become trustworthy in their eyes again. But don't give up. Trust can be rebuilt through honesty and hard work.⁸

It's true: Trust is easily broken. Trust is hard to rebuild.

But you can do it... and it's worth it. No matter what it costs.

⁸ You are the kind of person who wants to do that kind of integrity-filled relational work, aren't you?

ROI to **ROE**

Andrea Beltrami

Forget about the days of measuring ROI (return on investment)! These days the metric to measure is ROE (return on engagement).



With the wild popularity of social media has come a major shift in business. People have become savvy. They are hyper-aware of being bombarded with unwanted ads and pops-ups. These days we want to have a voice and we want our voice to be heard.

Let me ask you this: Do you ever click on those right sidebar ads on Facebook, or any type of ad on the internet for that matter, from someone you don't already "know"?

Not many of us do these days. Why? Because it's a one-sided conversation.

To effectively and profitably succeed in business these days you've got to stop creating sterile, one-sided marketing-driven content. You've got to start creating dialogue, with content that engages the individual and evokes feelings and discussion. You've got to put out something that matters.

That doesn't mean you shouldn't have killer offers or ask for the sale. What it does mean is that you've got to become human and talk *with* people and not *at* them.

Connect with folks online the same way you would in person. Stop letting the computer screen change your social behavior.



"A great man shows his greatness by the way he treats little men."

Incredible wisdom from

Thomas Carlyle

The value of entrepreneurial connections



Shawn Manaher

It was better than I had ever imagined I was new to the area, but I was meeting the "Networking Queen," and for some reason she was slightly interested connecting. We had an honest and compelling conversation. She even offered to give me a free photo shoot once I got some new digs. I was thrilled; then I blew it up.

Connections are the *best* way in which businesses can succeed or fail. Business is about people - internally and externally - how they perceive your brand and act on the connections you have made with them. If you don't have the right connections in place, internally and externally, you don't have a good foundation for your business to thrive.

It is my job as an entrepreneur to make sure I am building the right connections for my business.

Internally, I am looking for people that will be able to grow my business through innovation and management of sales, marketing, operations and development. When looking for someone to be on my internal team, I consider their personality, interests, skill set, etc. as factors to bring them in. I need to see that they will connect with the broader team. And if they are the right fit, have the skill set and passion for the business, then that's the best decision ever.

Internal connecting in a business goes far beyond the hiring. It must continue into the culture of our businesses. Even if you are a soloprenuer, consider your internal connections; vendors you use, freelancers, and friends working with you to deliver on your next project.

Externally, when I am looking to make connections, I am looking for peers, power partners, prospects, and professionals that will grow my businesses influence in the marketplace:

 Peers are those that connect with me professionally and have or are at the same level in business as me.

- Power Partners are those that know people I need to know and can help me to find others in my internal and external connections. I may never do business with them and they might not work for me directly, but they are important to the expansion of my business.
- Prospects are those I connect with because they are a potential good fit for my business. I make sure I regularly connect with folks as needed.
- Professionals are those that do not work directly inside my business, may never buy, and may be many steps ahead of me. They are people I aspire to connect with so that I can learn how to become the best entrepreneur possible.

Getting back to my story, here's how I blew up my connection with the "Networking Queen." I called her back 5 months after our initial meeting. I had good reason why I hadn't reached out until then but that wasn't going to save the connection.

She was cold. Her words, 'If you are going to take the time to do networking then you need to take the time to reach out to people'.

I stumbled to gain my composure. It was a failure. That connection was lost.

I learned one of the biggest lessons in connections that day. One that I don't think I would have captured if I had not fallen flat on my face in a big way.

One quality relationship is worth

500 shallow ones.

If I am going to network internally or externally, I need to keep this story and this idea in mind at all times.

Are there any beliefs you have about yourself that make you more connecting?

Through that experience I learned a huge lesson about how I perceived connections and what I was really saying when I was networking. My words said one thing, but my actions were screaming, "It is all about me."

Now I am working to live a life that is more aimed to give before I expect anything back, personally and professionally.

"Give and it will be given to you, pressed down and running over," is a very popular scripture in the Bible. It speaks to the selfless life one should live.

But it is not talking about material possessions; give and you will get millions. It's talking about the value you bring to others.

If you give more value, at some point it will be returned to you. But the utopia of this thought is not even to expect anything in return, just give.

How does this all connect?

Great question!

While we may be wired in so many ways to be selfish and self-serving, by making this switch from "get" to "give," it is my opinion that we open our lives up to make more important connections.

Practically this looks like me asking my internal and external connections, "How can I help you?" No strings attached, nothing added, just "How can I help you?"

because they are disarmed, their interest in you increases as does their trust.



"A simple

HELLO

could lead to a million things."

from our famous friend

ANONYMOUS

Relational email - really

Carey Green

In this short section I'm going to tell you a sure-fire way you can increase the relational impact of your e-mail interactions by 100%.

That's no hype.

I know, because I've seen it happen in my own email interactions.

But in order to get there, I have to start with a little story.

I remember when e-mail became a regular thing for normal people. Do you remember that far back? It was in the early-to-mid 90s and everyone jumped on the e-mail bandwagon. Remember AOL's "You've got mail!" notification?

It was fun. Remember?

The convenience of sending a letter without a stamp and having it show up on the recipient's computer almost instantly was phenomenal. I

thought it was the greatest thing since Danger Mouse (Google it).9

I, for one, loved it. When I wrote e-mails back then, I took my time, checked my spelling, and tried to follow my third grade letter-writing rules. I loved that I could send an instant update on the grand-kids to my mother who lived 8 hours away, with the click of a mouse button.

E-mail has digressed since then, don't you think?

In most cases an email is no longer a long-awaited letter.

It's a trite info-dump shot out of a keyboard-canon.

Looking through my email inbox just now I notice a number of "types" of emails:

- impersonal sales letters
- less-than-sentence responses to questions I've asked others
- social media notifications

⁹ In my humble opinion Danger Mouse is one of the most clever, classy cartoons ever made.

- newsletter subscriptions
- urgent messages from until-now-unknown princes in Nigeria

I'm going to sound like a relic here, but since we're in the section on making good connections I have to ask...

What happened to courtesy and genuine care expressed through words on a page? (or screen)?

More importantly, I wonder what happened to the mindset that fueled those kinds of letters?

The rules that used to govern written correspondence were about more than just doing it a certain way; they were about consideration and courtesy. They were about making the recipient of the letter feel cared-for.

Transfer that thought to modern-day forms of communication: texting, e-mail, social media posts, etc. and you're beginning to see where I'm headed.

Most people don't realize that by adopting brevity when using those types of communication, *they've sacrificed a tremendous opportunity to build relationships*.

You may argue that e-mail was not created for that purpose and that to force it into that mold is a misunderstanding of its use. Fine. That may actually be the case.

But my point still stands.

E-mail is an amazing opportunity to foster and build *real* relationships with *real* people. 10

When we choose to stick to the normal e-mail convention of brevity, we are choosing to place higher value on much less important things like time, schedules, busy-ness, production, profit, success, etc.

I'm here to tell you that those things, no matter how genuinely important they are on one level, are not as important as people. Give that some thought the next time you interact with someone via e-mail.

As food for thought, here are my translations of a few modern e-mail habits:

 short reply = "I care more about the stress and deadlines I'm facing than I do about the 15 additional seconds it would take for me to give this reply a friendly tone."

¹⁰ Remember the <u>70s TV show</u> by that name?

- to-the-point responses = "I don't care enough to ask how your day is going or to make any attempt at encouraging you. I just want you to give me the information I need so I can move on without you."
- no opening or closing salutation = "I'm too busy to genuinely care about you right now."

Do you get my point?

Even if you do, are you going to do anything to change your habits in these areas?

We can't say we want to care about people as part of our business model and then refuse to create people-centric e-mail. It's hypocrisy.

Touchy-feely e-mail interaction

I honestly believe that if you went about your email correspondence differently, you'd see your relational connections increase dramatically. How can you do it? By implementing a new set of "e-mail interaction rules" (*EIR*) that go something like this...¹¹

- I will always take the time to think about the real person I'm writing to.
- I will always ask one question about the recipient that has nothing to do with the purpose or subject of the email to show my genuine interest in them.
- 3. I will make my responses full of needed information *and* friendly interaction.
- I will ensure that my email has a positive and encouraging tone, no matter how difficult the information I have to communicate.
- 5. I will ask the recipient if there's any other way I can be of help to them.
- 6. I will re-read my email before I hit "send" so that I can inject more personality and friendliness into it.

If you took the time to do this, I know what would happen.

 $^{^{11}}$ "EIR" is admittedly lame, but I couldn't come up with anything better.

- The people who receive your emails will begin to feel that you care about them (imagine that!).
- They will appreciate your attention to detail, thoroughness, and them.
- They will think of you in positive ways.
- They will become eager to help you and even refer people who need what you offer.

I know this will happen because those things are happening to me ever since I implemented my own EIRs.

What about the time it takes?

Somebody reading this is about to throw their Kindle across the room because they're so angry at me.

You think that you can't afford to spend an additional 15 to 20 seconds on each of your 100-a-day e-mails and then take the time to review it before you hit "send."

I feel your pain.

I get way too many e-mails too. But in my way of thinking, since people are more important than things and doing this one thing can boost my business relationships so significantly, I can't afford not to do it.

So, can I give you some suggestions?

Unsubscribe

Set aside a day (maybe over the weekend) to go through your recent e-mails and unsubscribe from everything you don't absolutely need. Or you could use a service like <u>unroll.me</u> to do it all for you. I'm not recommending the service because I've never used it. But it is an option.

Or if you don't want to take an entire day to attend to an administrative task, make a mental note to do a quick unsubscribe when you receive those e-mails daily.

Rethink your social media notifications

Every social media platform allows for notification frequency to be changed or turned off. Set them in a way that makes your e-mail notifications more manageable.

Set up e-mail filters

Every e-mail service allows you to set up filters to sort the messages you receive. Figure out the conditions that will make unneeded or unwanted emails delete automatically. If you're just going to delete them anyway, why see them in the first place?

Plan your e-mail kindness ahead of time

Think up your own cache of phrases or questions you want to use ahead of time, so you don't have to come up with them on the spot. Work to vary them as you go so you don't sound like a friendly robot to the people you interact with most.

Get personal

When you begin an e-mail interaction with someone new, ask some appropriate personal, life-oriented questions. This simple step could be all you need to help them see that you're a caring individual.

Email kindness may be one of your missing ingredients

There are no magic formulas to this relationship stuff. It's hard work. In business, it can be even

harder because our mind tends to shift back into a "just the facts" mode.

But if you will do the work to make your e-mail interactions more personable and warm, the benefits will be staggering.

I guarantee it.

We are all connected

Julie Coraccio

I believe we are all connected and we're here to help one another.



But many of us grew up with the idea that we must go it alone and be tough; we aren't meant to rely on others.

For many years I was a rock for others but couldn't ask for help when I needed it. I have learned to ask for help and trust others to support me.

There are others who are super competitive and feel they need to crush the competition.

But if you come from a place of believing in abundance you know there is enough for everyone. We all have our gifts and the people we can most assist will find us.

I love connecting with others in my profession. If I can't help someone I want to be able to refer him or her to someone who can. When people witness this, they are more likely to refer others

to you as well and see the benefit of working together.

It Takes A Village

It is okay to ask for help! As they say a lot in sports, "You are only as strong as your weakest link."

Throw out the idea that you have to go it alone!

Many of us would be the first to offer assistance but hesitate to accept it when we are struggling.

When I work with clients it's easy for me to offer solutions, suggestions, etc., because I am neutral about the situation. Because I see situations from my perspective, I can suggest something that a client might not have thought of.

The same goes for you. If you ask for suggestions people will give you a different perspective through their life-lens that might lead to some "A-ha" moments for you.

I also suggest asking the universe, God, higher power (whatever you are most comfortable with) for help as well. Sometimes at bedtime I ask to be shown answers for a problem. Many times I have had a solution come to me in my dreams or I wake up with the answer.

Create a mastermind group. A mastermind group is a group of people with a common interest created to help brainstorm for one another. Masterminds can be truly powerful. With the online tools that exist, you don't have to meet in person.

Exercise:

Ask someone for help with a problem you have been having or ask your higher power. Then LISTEN! Many times we get answers, but we fail to hear them.

There's no "I" in success

Andrea Beltrami

Most entrepreneurs, at one time or another, have fallen



into the trap of taking on everything themselves (guilty as charged!). Too often we believe that asking for help is a sign of weakness, which is a rampant unsubstantiated rumor and nothing more.

As entrepreneurs our need to hoard duties within our business (*Translation: do everything ourselves*) is usually driven by ego and fear.

EGO

It's ego in the way that we believe we are the only one qualified enough to do the necessary duties involved in our lives and businesses. It's this backward thinking that leads so many entrepreneurs to burn out, overdosing on the overwhelming magnitude of the task at hand, or becoming paralyzed with fear.

Let me ask you this? With over 7,000,000,000 people on this earth and the technology we have to connect with people all over the world, can you really sit here with a straight face and tell

me you, and only you are qualified to do the tasks needed to make your business successful?

With 7,000,000,000 people on this earth do you really believe there's no one out there that can help you? That you can trust? That you can count on?

Tough love time - GET REAL!

Now for the second part...

FEAR.

Fear plays a huge role in dysfunctional independence by convincing us that asking for help is an admission of failure or weakness; that by not being able to do something (because of a shortage of time, cash, resource, skill, etc) it lessens our success or our ability to ever be successful. That does sound scary, right?

The truth is, independence goes against our human instinct to be part of something. Think about it! Even Batman had Robin. Even Mario had Luigi. Thelma had Louise. Superman had Lois, and on and on the list can go.

Instead of running yourself ragged in a futile attempt to keep control and avoid the

uncomfortable feelings of vulnerability, reach out and ask for help.

I promise you there are people out there with the talents, skill set, and personality type you're looking for, you just can't see it because you're not asking for help.

Don't waste time pondering what you have to lose (feeding your ego and fears). A better question is what do you have to gain?

Hint: creativity, sanity, energy, happiness, time.



"You have to focus on creating a connection, not building a large platform."

a prize from

SCOTT STRATTEN

Tom Rolfson answers my questions about connections





Talk to me about the importance of connections? Do you see people as a bother? A hindrance? An

inconvenience? Or something more positive?

I'm very much a people person. I think of people as an asset. I very much thrive on being a connector and helping put successful relationships together. I love doing that, generally speaking, in business, although there have been some personal connections I've made for others as well.

I find myself constantly introducing people to each other. Sometimes the advantage of having lived in different parts of the country is that I will find that I have an entire different business network in Orlando that I can tap into for someone here in the Milwaukee area. That they normally wouldn't meet that kind of person in their normal circles. On Saturday, I was part of a

big fundraiser for, ironically, anti-domestic abuse and anti-bullying thing and there was a very young country performer there at the event. A friend of my mine, who is a Nashville producer, happened to be at this event. I saw the artist perform, I really thought she's a talent worth developing and promoting. So I took her from her after-performance interview and introduced her to my friend to say, "You two need to talk." I stood with them for a couple minutes while they broke the ice and I just excused myself from the conversation. Afterwards, both of them came up and thanked me for the introduction. So I like doing those things.

Every person that you have a relationship with should be perceived as an asset. If you can't perceive the person as some form of a positive asset in your life, you probably shouldn't invest any time or energy into that relationship.

That's one thing. If you find somebody who's out there just drawing on your energy and ideas and not willing to reciprocate or offer the same to you or the people you might connect them with, you have to move on to spend that time, invest that time with somebody who is.

What are the greatest benefits you've found to good connections?

The greatest success and I know this sounds a little bit trite too but people I've known for years can attest to it. I live by the belief that the greatest success or the greatest high that I know is helping other people achieve their goals, dreams or their personal definition of success. When I can do that, and very often without any kind of monetary compensation, I feel fulfilled. Very fulfilled.

Sometimes quite indirectly, you develop that relationship and that turns into a referral to somebody else that comes to you with the perfect project for you to work on.

Why BEing will trump DOing every time

Stephanie Calahan



I bet that in some form or fashion you have a list outlining the things that you need to do today. They are the tasks that you need to complete or the projects that are in various states of completion. Time management experts all over the globe tell us to get the tasks out of our head and onto to-do lists.

To-do lists are really great for keeping us organized and focused where we should be focused. If followed, they help us get through our day so that we will actually have gotten something done by the end of it.

But what if I suggested that I have moved away from solo to-do lists and I think you should consider it too?

What if you turned your to-do into a to-BE?

"Doing" and "BEing" are truly combined, yet we often only put focus on the doing part. What if,

at the end of a busy day or busy week, you could review and see that what you did helped you get clear on your strengths? What if your relationships grew and you were living a more balanced life while seeing amazing results?

Let me share a few examples of how this could work for you.

What You Might Choose to BE

As you go throughout your day, you have many options for how to receive and respond to what occurs. When you choose to *BE* a particular way, it impacts how you receive and respond.

Here are a few choices out of the many that you could select for yourself.

Accepting	Courageous
Ambitious	Curious
Anticipating	Delighted
Aware	Diligent
Awe-filled	Elated
Benevolent	Empathetic
Calm	Excited
Charitable	Faithful
Comforting	Forgiving
Contented	Friendly
Confident	Generous

Glad	Modest
Grateful	Open-minded
Нарру	Passionate
Hopeful	Patient
Humble	Peaceful
Intentional	Satisfied
Interested	Surprised
Joyful	Trusting
Kind	Willing
Loving	

Choosing to BE Can Change Your Outcome

Just to illustrate, here is a simple example of choosing.

Let's start with two choices of how to *BE* in your day: *Frustrated or Forgiving*

Situation:

You are driving down the interstate and someone speeds past you and swerves into your lane.

If you choose *Frustration*: You get angry and maybe say a few swear words. Irritation mounts as you think about how inconsiderate the person was. It might even stay with you all day bringing down the rest of your interactions.

If you choose *Forgiveness*: You are shocked that the driver came close to you, but realize that they may have something urgent on their mind. You think of all of the reasons they may be in a hurry, or remember times when you have been in a rush.

Maybe they are rushing someone to the doctor.

Maybe they just got news that their daughter had a baby and they are rushing to meet their new grandchild.

Maybe they just got yelled at by their boss and are having a bad day.

You consider the various reasons the person may have acted that way on the road and choose to forgive them and wish the best for them. You move on with your day and don't think about it again.

This is one generic example, but I hope you can see that by intentionally choosing how to *BE* a certain way at the beginning of the day, you can impact your day powerfully.

It's About Being Your Bigger You

We all have our "smaller self" and our "bigger self." When I'm feeling afraid and hiding out, it is my "smaller self" that is running the show.

When I'm fearless and stepping out to help others, my "bigger self," my "more expansive self" is running the show.

I don't know about you, but that more expansive "bigger self" is much more fun when I let her come out and play!

After my workshops, keynotes and presentations, as well as when I meet with my private clients, I'm often asked, "How do I step into my bigger self?"

I tell them it really can be as simple (*not necessarily easy, but simple*) as choosing who to *BE* that day.

Daily Intention Setting

One of the things that I have my private clients do (and I practice myself) is an intentional BEing practice. Who do you intend to BE today?

What characteristics or qualities of your bigger self do you intend to practice today?

Start the day by intentionally identifying who you are going to *BE*, then as you go through your day, check in to see how well you are sticking to that intention. How has it impacted your choices?

I have an accountability journal that my private clients use to report in at the end of their day. It is amazing to see progress over a 30 day period when they begin to intentionally decide who they want to *BE*.

An Example Using Networking

I have built my business around collaboration and networking, but when I first started my business I would have rather gotten a root-canal than go to a networking meeting. I simply did not like putting myself out there. Buy I knew that if I stayed hidden in my office, my business would not really grow the way I would like it to.

At first, I forced myself to go to events. I would walk in the room and instantly feel out of place. I usually left without talking to too many people. That was not working for me! I was "DOing", but not very well. Then I decided to incorporate "BEing" into my "DOing."

I figured that if I went to a networking meeting, there had to be at least one other person that did not want to be there. If I was authentically compassionate and welcoming to that one person I would help make their day better and I would not be a "wallflower" at the event.

So, I decided to BE authentically compassionate and welcoming.

It worked! I lost my "smaller" self-conscious feelings because I was looking to help someone else. I've continued to use this technique for years at every networking meeting I attend. I've taught it to others, too.

As a result, I've had the blessings of meeting some really amazing people; but it never would have happened if I had not chosen my BEing.

Got support?

Julie Coraccio

When I first started my Internet TV show, people at the television station



became jealous of me. I had tried to get all of us to work together because I believed we all could grow our individual shows. But there was too much competition and jealousy.

I left and created a podcast and series using Google Hangouts on Air. What happened? I expanded my network, met really amazing people I never would have met (including the author of this book), and discovered new subjects I was interested in. My soul is fed, I have expanded my audience, and I am happier. I didn't try to change people; I found like-minded people who support me.

Many times in the past I tried to change someone, or I tried to change or shrink myself to make someone else comfortable. No more!

Sometimes the best thing you can do is walk away. I believe when you take that first step, your higher power (*God, universe, etc.*) steps up to meet you and will provide you with better people who have more of a we than me attitude.

I also chose to let go of people in my business who took from me but never gave to me. I was very afraid about losing income from that decision, but they weren't giving me any in the first place. So I thought, "What do I have to lose?"

I soon started getting more clients online and attracted some coaches who opened up a whole different income avenue for me to create.

Exercise:

- Find people that really, truly support you.
- Create a mastermind group.
- Find an online community.
- Hang out at a place you really enjoy (like a coffee shop) and see who is there.
- Set the intention to meet your tribe/like minded individuals
- As you let go of people that aren't so great, it creates space for others that will support you.

QUICK TIP:

"I'm not looking for a financial gain, I'm looking

for a RELATIONAL

gain."

brilliance from

MARK EVANS

Concern for people and a wildly successful e-mail campaign



Carey Green

I recently ran an email campaign that garnered just over a 6% conversion rate.. That's double the norm of click-throughs, not to mention conversions.

I believe it's because I focused on making a caring connection with those who would receive my marketing pitch.

In this section I'm going to show you the wordfor-word copy of that single-email campaign and explain to you how I wrote it, why I wrote it that way, and why I believe it's getting double-thenormal results. **Let's dive in.**

My service

I'm not a marketing professional and I'm no salesman, but I do feel I'm a pretty decent writer - so I thought I'd give my own marketing e-mail a try. I tried to employ everything I've learned about relationship marketing and caring for

people to make my e-mail more than a sales letter; I wanted it to be an appealing introduction that made a genuine offer of help.

The service I was promoting was <u>podcast</u> <u>production</u>. I've developed a professional quality production and file-exchange system that provides <u>my clients</u> top-notch service. I was confident that what I had to offer was *exactly* what busy podcasters needed. But I had to find the right potential clients.

Since my target was podcasters, where do you think I found them? iTunes & Stitcher (for starters). I systematically worked my way through the podcast directories to find potential clients. It took time, but it was worth it because I was able to optimize my results by hitting a specific target that truly needs what I'm offering.¹²

The mindset behind the email

I put *myself* into this email. I wrote it in a way that it shows my personality. It portrays me as a person rather than a business. I didn't want the folks receiving my email to think of me as a

Page

¹² This is marketing 101. Target your message only to those who need your product or service and your conversions will go up by default.

marketer, I wanted them to think of me as a real person (*like them*), someone who could help them with their problem.

My offer

What was the problem I'd solve for them? Shortage of time and need for professional audio.

Most podcasters who do any kind of editing on their episodes don't do enough of it to become truly proficient at it. And they typically don't have the time to learn it. Audio editing becomes a necessary evil that keeps them from working on other things that could truly move their business forward.

I step in to offer them a time-saving solution that provides them with excellent (and many times, better) audio than they already get from their hours of work. It's a no-brainer to folks who see or feel the need.

Here's where I'm going to take you to the text of the e-mail I sent out. As we begin looking at the email let's start out with the mindset behind writing a good sales email. Again, I'm no guru or marketing expert, so you can take this for what it's worth.

I believe you've got to think right in order to WRITE right.

Here's how you've got to think:

1 Forget that you're trying to sell something.

Instead, think about how you'd write if you were sending an email to your Grandmother. It would need to be.

- kind
- respectful (of the person and their time)
- personable
- possibly funny or playful
- interesting

Your marketing e-mail needs to be like that if you want to communicate that you truly care about the folks who receive it. Don't worry, it's not as hard or as unprofessional as you think.

2 You'll also want to keep in mind *who* you're writing to.

That means at least these three things.

- What do you know about them? Whatever it is, use it in the e-mail.
- Do you have a name for your recipient? If so, use it. I scoured every website I targeted to find the right person to address my e-mail to. It matters - a lot.
- Your recipient is likely a busy person. That means you'll want to get to the meat of the email ASAP, without making it sound canned or like a commercial.

All of that is easier than you think, too.

3 Be intentional about your tone!

You want the recipient of your e-mail to feel like they're having a conversation, not being sold something. So be sure to include:

- Specific references to them or their work (show them you've done your homework).
- Information about yourself without making the e-mail all about you. You want them to view you as a person, not a business.
 Make it sound like you're a potential new "tribe" member for them.¹³

¹³ Once a person becomes your client you should become a radical, promoting tribe member for your clients. That's what friends do.

 Be kind, not pushy. <u>The golden rule</u> applies. *BIG TIME*!

Do all of those mindset things make sense? If not, keep reading. You'll see how they tie in as we get into the heart of my sample email.

WHERE TO START: The subject line!

As you've read a hundred times before, the SUBJECT LINE IS WHAT TEMPTS THE RECIPIENT TO OPEN THE EMAIL AND READ FURTHER.

If you don't take the time to think up a tempting title that applies to your recipient (and yes, it does take time), you might as well stop trying to do e-mail marketing at all.

Here are some pointers about the title:

- You want to avoid sounding sales-y or spammy.
- You want to include something that will be intriguing to the recipient.
- You need to give them a reason to open the e-mail.

 You need to make sure the title applies to them. Even better, make sure it applies to a need, fear, or desire they may have.

Here's the subject line I used, ready?

"About your podcast..."

Given the target avatar for my email (podcasters), my title makes perfect sense.

- Their podcast is something they are already interested in hearing my opinion about. I know, <u>I'm a podcaster</u>.
- Don't write a misleading subject line as bait and then switch subjects in the content of the email. That will only tick people off and give you a bad reputation.
- It is simple and to the point.

The all-important first line

Here's what my email had as the first few lines:

Hey there (NAME), I just listened to episode 27, and loved what John had to say about adding value to people's lives. I try to live by that mantra myself and can tell that you do too! My name is Carey Green. I'm writing to see if there's any way I could be of help to you.

Notice what I'm trying to do here:

- I intentionally didn't say, "Hi," I used "Hey there" instead. Why? It just felt friendlier to me; and less typical. Try to find something that sets your email apart from other emails from the very start.
- I called them by name. If I don't know a name, I listen to their podcast, scour the website, whatever it takes to get their name. I want them to know that I have some knowledge of them on a personal level.
- Here's a hard-learned lesson: make sure you get their name right and spell it correctly. I accidentally copied and pasted the wrong name into an email and got a curt response from one gal.
- I refer to something in their show (or on their website) that indicates that I'm not just passing by. I want them to know that I respect what they're doing enough that I've camped out on their site for a bit. That

takes time, but it also helps them take me more seriously.

 I genuinely offer help. Everybody wants help if it comes from a genuine source. Try to make your offer as helpful sounding and sincere as you can.

Introducing my service

Here's how I got into the "meat" of my offer:

My latest and funnest business (no, it's not really a word) specializes in two simple things:

- 1. I save podcasters time by handling the technical audio mumbo jumbo like editing, effects, metadata, and file posting to enable you to spend your time doing more important things... things that move your business forward.
- 2. I create incredible sounding audio. I optimize podcast audio to the highest professional standards. In other words, I make it sound the best it possibly can.
- 3. (Yes, I said two. but who's counting?) For some of my clients I repurpose their

audio content to video with a still image so they can expand their reach onto YouTube, Vimeo, or DailyMotion.

I've got systems in place to make the process painless and smooth so that my clients know that their show is done

- professionally
- on time
- every episode
- without fail.

That's the confidence and security I'd love to make a reality for you too.

I had to rework the email a few times before I hit on something that got results. *This* is the part I had to work on the most. Let me tell you why I did what I did:

- I used a playful/fun tone to make my email interesting and "real."
- I gave the feeling that my message would be short by mentioning "two things."
- I made my main selling points bold within the sentence. This made it easier for people who scan their email to get the gist of what I'm offering to do for them.

- I covered my points very quickly.
- I phrased my benefits clearly in an alluring way.
- I snuck in a third thing I offer because it's a good money maker for me, but I did it in a playful way so as not to be offensive.
- I referred to and linked to my client page. I wanted to make it easy for them to see the work and quality I produce.
- I summarized by addressing areas I know to be problems - professional quality, timeliness, consistency, dependability and I did it as briefly as possible in a bullet point fashion, for the sake of readability.
- I made an offer again in a way that communicates that I want to be of help to them.
- Throughout It's about them, not about me.

The call to action

This is where you ask them to do something.

Don't forget this.

It's amazing how people will do what you ask them to do. If you ask!

Here's the specific call to action I used:

If you're at all interested in exploring the idea of outsourcing your podcast production, I'd love to chat via phone or video. 719-239-0303 or SKYPE: carey.green1. Podcast production is what I do, so you don't have to.

Thanks so much for giving me the last 60 seconds.

Carey www.PodcastFastTrack.com

Here's the breakdown of this section:

- I told them that their next step would be to connect with me so we could discuss their particular situation.
- I included my phone number and Skype info so it would be even easier for them to connect with me.
- I intentionally referred to the short length of time they spent reading my email. I want them to realize how painless my pitch was and think well of me as a result.

It also infers that I'm intentionally being considerate of their time. Another bonus.

 I included my website link so they could explore my services on their own. More than a few of my current clients connected with me through the website, which tells me that they did exactly that.

I'm going to end with the word for word text of the e-mail that got me so much response, in its entirety, without interruption.

I want you to get a feel for how the entire thing flows.

- Use this as a template.
- Tweak it.
- Change it.
- Make it fit your personality.

And I'd love to hear how it works for you! Let me know at Carey@PodcastFastTrack.com

My e-mail in its entirety

My name is Carey Green. I'm writing to see if there's any way I could be of help to you.

My latest and funnest business (no, it's not really a word) specializes in two simple things:

- 1. I save podcasters time by handling the technical audio mumbo jumbo like editing, effects, metadata, and file posting to enable you to spend your time doing more important things. Things that move your business forward.
- I create incredible sounding audio. I optimize podcast audio to the highest professional standards. In other words, I make it sound the best it possibly can.
- 3. (Yes, I said two. but who's counting?) For some of my clients I repurpose their audio content to video with a still image so they can expand their reach onto YouTube, Vimeo, or DailyMotion.

I've got systems in place to make the process painless and smooth so that <u>my clients</u> know that their show is done

- professionally
- on time
- every episode
- without fail.

That's the confidence and security I'd love to make a reality for you too.

If you're at all interested in exploring the idea of outsourcing your podcast production, I'd love to chat via phone or video. 719-239-0303 or SKYPE: carey.green1

Podcast production is what I do, so you don't have to.

Thanks so much for giving me the last 60 seconds.

Carey www.PodcastFastTrack.com

Wrap-up

E-mail marketing, or any marketing for that matter, doesn't have to be scary or intimidating... not if you focus on caring for the people you're sending to and seeking to build helpful relationships.

From my experience I'd say that's the only focus you should have.

The business world is changing. People can smell a pitch a mile away. But a genuine, caring approach gets past their suspicions and opens the door to an ongoing relationship.

Don't sacrifice yourself

Andrea Beltrami

Don't sacrifice yourself for what seems like the greater



good of your brand. The fact is you *are* your brand and the sooner you accept and embrace that the better off you're going to be.

See, watering things down to please the masses is a straight shot to being lost in the sea of vanilla and noise out there. Instead, bask in your individuality. Speak and write in your unique voice.

In a nut shell, act like a human and not a marketing machine. Allow people to get to know you and genuinely build trust with you through transparency and by being your real self. You need to be the person in front of your solutions and expertise, not the one cowering behind it.

The truth is, people usually respect, begrudgingly or not, someone for being themselves, especially when the tomatoes begin being thrown (and they will be if you're being yourself).

But a wishy-washy people-pleaser that stands for whatever is convenient and popular is a straight shot to brand suicide.

You can't connect with and please everyone so don't bother trying. Be yourself and you'll attract those that truly resonate and respect you.

Tommy Walker answers my questions about connections





When I talk about "connection" I mean relationships. How do you think about people in general? Are they a bother? An asset? A resource? An

inconvenience?

Depends on the person doesn't it?

I'm a huge fan of people and relationships, though I'm terrible at maintaining them (at least the personal ones). For the most part, I'm an "out of sight, out of mind" person, but that doesn't mean I've forgotten anyone or have any ill will. I'm just constantly occupied.

As I get older, I'm trying to make more of my relationships though, as I'm realizing that they're not about me



What are the value of connections for the entrepreneur?

You won't get anywhere without them.

You need to connect with partners, customers, distributors, & everyone in the process. If you're a

dick, or you're negligent, or aloof, you become forgettable.

Forgettable is usually not how entrepreneurs like to be described.



Are there any beliefs you have about yourself that make you more connecting?

Just that I'm trying to get better at it. I'm asking my wife for help with this more, and I'm making a point to stop working when I'm not working.

It used to be that all conversations were about work and what I was doing, but now I'm trying to turn the phone off, schedule a babysitter, sit down for dinner with the family, and otherwise do my part to make the environment around my personal life more enjoyable to be around.

Also, my personal creative pursuits are to find other things to talk about that aren't work related. I've been really focused on work for the past few years, so I'm trying to remember what it's like to be a full human being.



Are there any beliefs you have about yourself that make you less connecting?

I get really intense about my work, which can be alienating in conversation.

When someone asks "So, how are you doing," It doesn't always mean they're looking for a half hour

blow by blow of what's going on in my professional life. So that's something I'm working on.

I also sometimes forget to listen and remember that I'm not the smartest person in the room. This can lead to me always wanting to "fix" problems as soon as they're brought up in conversation. Sometimes people just want to vent, and I'm accepting that that is ok.

What do you do to fight or minimize those beliefs?

I'm accepting that I've worked by myself for close to 6 years now, and letting new people I meet up front that I may be a little socially awkward as a result.

Even though it's a little silly, I'm finding that bit of humility up front is a reminder to be fully present in the conversation.

QUICK TIP:

"There are

AMAZING PEOPLE

coming into your life

IF you are open to seeing them. IDENTIFY AND GROW RELATIONSHIPS

NOW!"

This one comes from

Stephanie Calahan

Don't let your ego ruin you or your business Carey Green



Success is not about being the best,

It's about being YOUR best.

You aren't meant to compete, you're

meant to contribute.

But that's not typically what we hear, is it?

We are told that you have to fight to get to the top and then do whatever it takes to stay there. It's dog-eat-dog, step on the little guys, and claw your way to the top. Then you'll be happy and satisfied.

Right.

That's what I call a "competition mindset" and it's an ego trap that will kill you and ruin your business relationships.

When you buy-in to that mindset your significance becomes tied to how well you can outdo the guy (or company) next to you.

That mindset limits your success and your significance.

That's because it's built on a lie. Remember? Success is not about being the best, it's about being *your* best.

Instead of trying to keep up with your nearest competitor maybe you should step out of the fray and reevaluate your unique calling.

Stop trying to fit into a mold someone else created for you. Stop trying to prove something to others or to yourself.

The truth is that you've got nothing to prove. But you do have someone unique to be.

Why not try living (or working) to fit the mold that your Creator has designed for you?

When you pinpoint that unique design and step into it, you'll find significance, meaning, fulfillment, and that the "you" that you are, is designed to contribute to the world and to history in ways that only you can.

When you can do this, there's no ego to get in your way, only a desire to do your <u>utmost for His highest</u>. 14

¹⁴ Somebody should write a book by that name.

Recommended CONNECTION

VIDEOS

- How do you make business connections?
 (1:20)
- <u>Fast track your networking and social</u>
 <u>media</u> (59:46)
- The connected economy (7:53)
- The connection economy in life and business - Seth Godin (4:44)
- Why you need to become the chief
 connection officer Seth Godin (3:03)
- The importance of building strong relationships (2:41)
- <u>Business-Client Relationship</u> (1:15)
- Business is relationships (3:33)
- Why relationships are an SEO factor (1:05:04)

Recommended CONNECTION PODCASTS

- How to grow your business using relationship marketing.
- Building referral relationships
- How to be a power connector
- How to succeed in business by being a giver
- The power of prescriptive selling
- Maximizing opportunities: relationships
- Relationships and inbound marketing tactics for small business
- Relationship and business building with social media

This section is all about SUCCESS

What is success?

Carey Green

It could be argued that success is defined by its context.

For example, success in the military will look very different than success in motherhood. At least we hope so.¹⁵



I get that.

There are definitely ways that looking at success through that sort of segmentation is helpful. But I want to step back and look at a bigger picture.

I believe we all feel an urge to divide our lives into compartments...boxes, if you will. We do it for a variety of reasons. A couple of examples I can think of...

- It's easier to stay organized mentally when you think of life in smaller chunks.
- Things don't feel so out of control or hectic when you give yourself permission to address one "area" at a time.

¹⁵ I suddenly had the image of a mother with a rocket-launcher perched atop her shoulder flash through my mind. Disturbing.

But I want to suggest that thinking of life that way can lead to a serious problem.

What's the problem? We stop thinking of ourselves as integrated beings. We forget that what goes on in *one* of those "areas" *necessarily* relates to and impacts the others.

That's why we have:

- Politicians who insist that their private life is entirely unrelated to their public life.
- Pastors who try to resume ministry immediately after a personal disgrace is exposed.
- Dads or moms who are top producers at work but are failing miserably at home.

The reality is that everything in life touches everything else in life. Like the mixture of ingredients in your favorite recipe, if one were missing, the recipe would not turn out the same.

Such is life.

So what is success in life?

With all that said, success becomes less about individual achievements in particular spheres

and more about the overall impact or tone of a person's life.

I mean, we can't *legitimately* say someone who has died was a "great man" if his family relationships were in shambles. We can't say his life was inspirational if he was known to have had mistresses on the side.

We can surely acknowledge the good things that come from a person's life even if other aspects of their character are questionable. But we can't rightly make a sweeping general statement that they were "good" or "successful."

That's the kind of success I'm aiming at here. True success is the product of an authentic life. Anything else is just putting lipstick on a pig.

OK, now that we all feel like a failure...

...let's just admit it. We all have areas of weakness, frailty, and outright sin that are in the process of reclamation. Each one of us is in need of reintegration.

That means that success in life can't come from within us (contrary to popular belief). We don't have the power or capacity to pull off such an

audacious goal. If we did, we'd have already done it.

We need help. Badly.

Thankfully, help is available.

None of us have to stumble through existence on our own, trying to figure out what it takes to be a success in life... trying to reach a goal that is always beyond our reach.

God has given us the greatest resource we could ever want: *Himself*. He is the one who makes successes out of human beings. In fact, it's His speciality!

"He who did not spare His own Son but gave Him up for us all, how will He not also with Him graciously give us all things?" - Romans 8:32

God Himself has *already* done all the heavylifting. He's *already* done what is required to give us the potential to thrive as fully-integrated human beings. We don't work for it, earn it, or deserve it. We simply receive it by trusting that what He's done for us through the gift of Jesus is enough. 16

That is when things begin to change.

That is when our internal struggles receive the almighty touch of God and *begin* moving in a positive direction, a *redeemed* direction.

That's when we can begin looking at our entire life (*including our businesses*) through His lens. That's when our lives begin to reflect the significance they were meant to have.

Can you imagine that? Having the resources of almighty God in your corner? I admit, it's hard to conceive, but I've tasted just enough of it to make me a believer and to capture my heart.

If I'm going to be a success in life, it's going to be because of Him. And that's alright with me, 'cause He'll do a much better job of it than I ever could.

¹⁶ Again, I believe this with all that I am. To not say it for fear of offending you would be hypocritical. I hope you can receive it that way.

Mind Set is the start of shaping a new future

John Ramstead

What is Mindset?

The experience you have is a result of how you see, and how are you see is the experience you have. Your mindset, your beliefs, and your body all work together.

People's responses to events are shaped by our beliefs, attitudes and assumptions. The feelings that are generated by those attitudes and assumptions inform how we react and process any given situation. If we are looking for a different result then we are currently getting we need to look no further than the mindset that is giving us the result.

The Role of a Coach

As a coach, it is one of our key roles to assist clients in learning how they see the world. As Peter Drucker, the well-known business consultant and author, once said, "We don't

know who discovered water, but we know it was not a fish." (2003) Our own thinking, our mindset, tends to be invisible to us, as water is to the fish. We don't know what we don't know, that's the basis for being unconsciously incompetent about something. Coaching helps with that and also helps clients create what they want through creating conversations about possibilities.

Coaches consider the clients mindset by observing and listening to the clients. How the clients tend to interpret their experiences,

- Negatively, seeing only problems?
- Positively, seeing possibilities?
- Is the clients' mindset helpful, or is it limiting?

The coaching conversations can help clients shift away from limiting beliefs and toward transformational truths in a more "can do" attitude. Mindset and attitude are the characteristics of current mental and emotional positions from which clients view themselves, other people, and events in their world.

Mindset and attitude can often be the source of, or have significant impact on, clients' motivation. For example, if clients are frequently fear driven, it is hard to move toward things, including the goals they set. The key factor is whether the clients are aware of their mindset and attitude. Are the mindset and attitude appropriate? Do they support the clients to reach the goal?

Awareness

Mindset includes the way clients view themselves in the world. As a coach listens, overtime clients will reveal mindset through:

- The ways they characteristically approach people and relationships
- The way they define success and themselves in relationship to people, events, and circumstances
- Whether they tend to see themselves as actors, participants, or victims
- How they draw conclusions about events, experiences, and why they have unfolded as they have
- How they think about their ability to create into influence

 How they evaluate the importance and value of people situations, experiences, and results

To change your mindset requires two things:

- Recognizing the need for change
- Being able to observe yourself and notice your way of thinking doesn't bring the results you want.

Awareness is not Enough

Understand the clients' mindset and name it with them. Bring in a conscious choice to the guiding mindset. Allow our clients to discover if their current mindset supports them in creating the future they want. Probably not...

Have the clients take action on a new choice of mindset and practice acting as if they lived from that mindset all the time. Create awareness of the Holy Spirit and the mind of Christ within them and how their current mindset is in alignment with that.

Sometimes awareness itself is simply not enough. Ask your clients to begin noticing people who have different mindsets from theirs.

Have them notice what those mindsets were and ask themselves what it be like if they held them. When clients access their observer self, they experience the moment differently. They can ask themselves what they learned from that. The observer self increases clients' awareness and increases the clients' choices for action.

We tend to notice what our mind accepts. Just like when were thinking of buying a red SUV we suddenly see them all over the road when we're driving to work. When we work with mindset, this work has the greatest potential for client development. Once a client identifies what they want to create, a major question becomes whether they have the mindset, the beliefs, energy, determination, and persistence that it takes to bring their vision into reality. If they don't, it is important for us as a coach to support them in shifting their mindset to succeed.

Working with Mindset

How to change from a fixed mindset to a growth mindset

Step 1. Learn to hear your fixed mindset "voice."

As you approach a challenge, that voice might say to you "Are you sure you can do it? Maybe you don't have the talent." "What if you fail—you'll be a failure" "People will laugh at you for thinking you could do this." If you don't try, you can protect yourself and keep your dignity."

As you hit a setback, the voice might say, "You would have succeeded if you really had talent." "I knew I shouldn't have taken that risk. Now everyone will see me as less than capable." It's not too late to back out, make excuses, and try to regain your dignity."

As you face criticism, you might hear yourself say, "It's not my fault. It was something or someone else's fault." You might feel yourself getting angry at the person who is giving you feedback. "Who do they think they are? I'll put them in their place." The other person might be giving you specific, constructive feedback, but you might be hearing them say, "I'm really disappointed in you. I thought you were capable but now I see you're not."

Step 2. Recognize that you have a choice.

How you interpret challenges, setbacks, and criticism is your choice. You can interpret them

in a fixed mindset as signs that your fixed talents or abilities are lacking. Or you can interpret them in a growth mindset as signs that you need to ramp up your strategies and effort, stretch yourself, and expand your abilities. It's up to you.

So as you face challenges, setbacks, and criticism, listen to the fixed mindset voice and...

Step 3. Talk back to it with a growth mindset voice.

As you approach a challenge:

THE FIXED-MINDSET says "Are you sure you can do it? Maybe you don't have the talent."

THE GROWTH-MINDSET answers, "I'm not sure I can do it now, but I think I can learn to with time and effort."

FIXED MINDSET: "What if you fail—you'll be a failure"

GROWTH MINDSET: "Most successful people had failures along the way."

FIXED MINDSET: "If you don't try, you can protect yourself and keep your dignity."

GROWTH MINDSET: "If I don't try, I automatically fail. Where's the dignity in that?"

As you hit a setback:

FIXED MINDSET: "This would have been a snap if you really had talent."

GROWTH MINDSET: "That is so wrong.

Basketball wasn't easy for Michael Jordan and science wasn't easy for Thomas Edison. They had a passion and put in tons of effort."

As you face criticism:

FIXED MINDSET: "It's not my fault."

GROWTH MINDSET: "If I don't take responsibility, I can't fix it. Let me listen—however painful it is—and learn whatever I can."

Then...

Step 4. Take the growth mindset action.

Over time, which voice you heed becomes pretty much your choice. Whether you

Take on the challenge wholeheartedly,

Learn from your setbacks and try again

Hear the criticism and act on it is now in your hands.

Practice hearing both voices, and practice acting on the growth mindset. See how you can make it work for you.

Let your project determine your deadline

Lany Sullivan



As a business owner, manager, or team leader we all set deadlines for those specific tasks we need to make certain we accomplish. How often do you find that your deadline pushes your project rather than making sure your project pushes your deadline?

Let the project determine the deadline.

It is not a new concept, but I think it's one that we struggle with because we are so conditioned to live in a world where deadlines run us. I set deadlines on projects and launches that I want to happen by a certain date, and I work hard to meet those deadlines.

As I sat here a few nights ago wrestling with a deadline on a new project launch, I took a step back and evaluated why I needed to meet that deadline. I was stressing myself out over it and all that I still needed to accomplish to get it launched. In that moment, I realized I could

push it back and there would be no loss of value or business in doing so.

Pushing your deadline back is **NOT** a failure

It does not mean you are lazy. Evaluating the project, the needs, and the desired results is important to do when considering pushing a deadline back.

Ask yourself these questions.

- Will I lose money?
- Will my clients, sponsors, partners lose money?
- If I push to meet this deadline, will the quality of the project be compromised?
- If I push this deadline back, can I increase the quality of the project?
- Can I add more value with more time?

There are many other questions you can ask yourself, but these are a good place to start.

What if you did a better job of evaluating the deadline and desired outcome when setting up the project from the beginning?

I know, sometimes it is easier said than done, but what if you took that deadline you thought might be pushing the limit and extend it out just a hair so that you breathe and breeze through the process?

Setting deadlines can either be carelessly or deliberately thought out. I have done both. An arbitrarily set deadline can indicate a lack of experience, desperation, or need to prove oneself.

Conversely, when you have failed to meet deadlines or are forced to push them back you learn to proceed with care and caution with setting deadlines.

Don't get me wrong, we all have set deadlines out of excitement and exuberance and then realized we did it in haste, which equals carelessness.

When you set up deadlines, pay attention.

Seek counsel. Be realistic. If you are able to get your project off the ground before the deadline, you reap the benefits of more success and less stress.

Of course, there are other considerations.

What happens when life happens? I've experienced this firsthand. The deadline I set was right on target but a personal circumstance arose that took me out of the project for several weeks. I refused to launch my project. It was incomplete and, in my opinion, lacking value.

Life happens. Adjust, reset and start up again. This is a situation we can learn from, resulting in more success in the future when we are forced to adjust our project completion.

In my experience, the best thing to do when approaching your project is to give it life.

Lay the groundwork, put all of the project's elements on paper or on your computer. Then step back for a moment and see the larger picture. Look at the scope of work.

Set smaller, attainable deadlines throughout the big project. Make certain you have created a timeline to follow and then follow it! Bring in trusted colleagues to help you analyze it. Pay close attention to the critiques and suggestions of your team. Evaluate it with an outsider's perspective. Survey your audience. Know your limits.

Take your time. If you rush, your project will likely fall short of yours and your client's expectations.

With my most successful projects, I followed the formula I have shared here. The two key elements of my success were my team and their input, and giving myself proper reality checks throughout the timeline of the project.

Some important questions to ask yourself when setting deadlines:

- 1. Does this deadline allow you to create the highest quality project in the time allotted? If yes, good. If no, extend it.
- 2. Is it attainable and realistic?
- 3. Will I meet my ROI (return on investment) expectations?
- 4. How will it impact my audience/members/viewers?

5. Will my clients/sponsors/partners be negatively impacted by the deadline?

Going forward, I encourage you to create wisely, show yourself grace, reduce your stress and let your project truly determine your deadline.

QUICK TIP: "Success doesn't come to This one comes from MARVA COLLINS

Multipreneur

Carey Green

I thought I had made up the term but it seems that there are quite a few people throwing around the idea of being a "multipreneur" these days.



It's the word I think of (but don't actually say) when people ask me,

"What exactly IS it that you do?"

And that question comes up a lot.

The reason I don't use the word is because then I'd have to explain what it means, which I think would only get confused looks, quizzical replies, and furrowed brows. I'd rather just answer their question in terms they already understand.

But if *you're* reading this, chances are you're a multipreneur yourself. So for your sake, here's how I use the word "multipreneur."

What is a multipreneur?

In my thinking, a multipreneur has **at least** these 5 character/personality traits:

1. Ambition

I'm not talking about a selfish type of ambition (though I guess it could be that). What I mean is that a person I consider to be a multipreneur has their own internal drive that gets them moving toward accomplishment and success.

They don't need to have anyone telling them what to do, they figure it out on their own.

"But wait!" you might say, "That sounds like a typical entrepreneur or business owner, to me!"

Right you are.

Ambition alone does not the multipreneur make.

2. A drive to figure things out

A multipreneur doesn't wait around for someone to teach her. She finds the information needed to get moving in the direction she desires.

If she has to learn new things, she learns new things.

If she has to enlist help, she does it.

Again, this is also true of a typical entrepreneur, so, let's keep going.

3. Varied talents and/or interests

Add to ambition and a self-teaching bent, a variety of interests and skills. Here's where the difference between an entrepreneur and a multipreneur begins to take shape.

Many folks would be tempted to call a multpreneur "unfocused," because he has so many irons in the fire, and that could be true.

But in my experience it's not necessarily that.

I've come to see that the good LORD has given me many different interests and an aboveaverage amount of talent/skill within each of those interests. That equips me with an ability to do quality work in many different areas.

4. Willingness to "take the plunge," over and over again

Here is the start of the *defining* characteristics of a person I consider to be a multipreneur - they are willing to start many different entrepreneurial endeavors, one after another - and sometimes at the same time.

It's not that they leave the first idea hanging in order to get started on another. They keep the first plates spinning and then add a new project, idea, or venture to their already demanding schedule.

For example, at the time of this book's publication I am actively working on and promoting all of these projects/ventures:

- This book and its related products.
- A "pay what you want" <u>video study</u> <u>methods course</u> for the lending industry.
- My video course "<u>Audacity for Podcasting</u>."
- My podcast production service
- A <u>marriage and family coaching ministry</u>
- Writing non-fiction and fiction
- The beginnings of my Christian life and business coaching services.

I don't care who you are, I dare you to say there's any kind of rhyme or reason to that mess - other than the fact that I jumped into each of them out of desire and a belief that I am supposed to be doing them.

I did so knowing that every one of them would place an additional burden on me.

I did so knowing that the more I add to my plate the more carefully I have to manage my schedule and time, for the sake of my family, and my sanity.

But I did them. I'm still doing them.

Can you say, "multipreneur?"17

5. Delight in being busy with a variety of things

And here is the really weird part. I actually like being as busy as I am. I like being scattered in my interests. It's fun.

I love the creative part of coming up with ideas, figuring out how to make them work, and putting together systems and processes to keep them rolling.

I know it would drive some people crazy, but that's the beauty of being one of God's creatures. He's made each of us unique and points us down a path that is right for us.

¹⁷ Some would say, "Stupid", "Crazy", or "Ignorant." To each his own.

A caution for multipreneurs

It should go without saying but I'm going to say it anyway. If you think or know that you are a multipreneur, be careful.

- Because of how you're wired, you can overdo it pretty easily. If you do that, stress will become an unhelpful companion.
- Because you'll tend to take on too much, your family can suffer as a result.
- You will tend toward being driven by what is urgent, rather than by what is truly important. You have to get a handle on that, for the sake of your sanity.
- You might be tempted to drop projects that are unfinished in favor of new ideas or inspirations. Figure out how to stay on track until things are completed. You'll be thankful you did.

A caution for you non-multipreneurs

Don't be so quick to label us multipreneurs as "un-focused" or "undisciplined." We don't really expect you to understand, because you're not wired like we are. But at the very least, give us the benefit of the doubt.

Multipreneurs, just like you, are reasonably mature adults (*in most cases*), and make their decisions with forethought and wisdom most of the time.

We multipreneures are not wrong or bad... we're just DIFFERENT than you.

I wonder what you think of this idea of being a multipreneur? Does it resonate with you? Does it make you cringe?

I'd love to hear your thoughts.

Model, model, model

Andrea Beltrami

You know the saying, "If it ain't broke, don't fix it"?



No matter what you sell in your business, no matter what your business model is, no matter who you're trying to reach, or how you're trying to reach them, someone has walked that path before you.

Someone has already figured out what works and what doesn't so why waste your time and money trying to recreate the wheel?

Modeling allows you to leverage the lessons learned by those who came before you. It allows you to replicate the successful experiences of someone else.

For example:

Say you're a nutrition coach that creates meal plans for recovering anorexics and bulimics, or those struggling with food allergies. You have a thriving business at the local level, but you want to create and market a meal planning DVD course and start speaking to medical

associations about their meal planning experience. You also want to provide one on one coaching sessions to reach those that need your expertise globally.

Perfect idea by the way!

But how can you make it all happen and where do you start? That's an easy answer... you start with those that are already doing it!

Let the experience of others guide you through the learning curve. You'll get out of the starting blocks with less frustration than you would have encountered braving the uncharted waters alone.

There are a few different approaches to selecting people and brands to model.

#1 Direct market relation

Under the direct market relation model, the person or brand you choose to model after is in the same market and speaks to the same perfect customer you are targeting. They may not be a direct competitor but they offer complimentary products, programs or services.

#2 Messenger mindset

In the messenger mindset model, the business or brand you model after is aligned with your beliefs. They share many of the same beliefs as you and my already be targeting your perfect customer. Their products and services may not align completely with yours but their approach and attitude are similar.

Following this approach you may find someone that resonates with you and speaks in a way you want to model, but they may not have any affiliation with the market you are in. And that's ok. There are very specific things that you will model from each person or brand that you choose. For one, it may be their webpage layout. From another may be the type of content they produce. And still another may serve as a model with their storytelling prowess.

#3 Process & Personalization

Aligning your product or brand with the logistical elements of a business or brand that appeal to you is the core of the process and personalization model.

For instance, the systems they use and the processes they follow are ones you would like to replicate.

I've modeled everything from subject lines and email copy, to sales funnel setup and advertising campaigns. So I can say with certainty, this technique will save you hundreds of hours and thousands of dollars.

So the next time you're stuck, or looking to explore something new, turn to modeling.

Focus your attention on finding businesses and brands that are doing what you're trying to accomplish. Snack on everything of theirs you can get your hands on.

Jim Kukral answers my questions about connections





Let's talk about connection... and when I talk about connection I mean relationships with people. How do

you think about people in general? I know there's different mindsets people can have; people are a bother or people are a resource, an inconvenience. What is your mindset about people?

In general people are great. I'm an introvert. I love being onstage. I'm a little bit narcissistic in that thing where I love being onstage and I love helping people and speaking and being on videos and doing all that kind of stuff, in a good way though. Not in a sociopathic way.

I think that having relationships with people, whether it's online or in person is one of the biggest things that helps you be successful.

I'll give you an example. I just did a tradeshow, a live, in-person conference where we had a hundred and fifty people out. Those connections that you build with people in person cannot be matched by the online connections that you create. It's just not possible.



You mean they're greater?

They're absolutely greater in person. Meeting with people personally, you build a bond with people, you build just a repertoire with people. You just build a connection with people in person. Those are the kind of connections that can change your life and your business forever.



Sure, that makes sense. So you would say that online relationships should feed real life relationships?

Yeah. At any point, if you ever have an opportunity to meet somebody, create a meet-up group, go to a conference, you should always go do it. I know sometimes it's expensive and you don't want to go talk to people. Again, those relationships I've made with people in person from conferences and tradeshows and meet-ups have paid dividends not just financially over the

last eighteen years but also big time in the way of actually having friendships with people, some of which I now consider some of my best friends.



How would you suggest to the average entrepreneur they look at this issue of relationships? We hear

a lot about relational marketing now and personal branding is a part of that. What are some mindsets that entrepreneurs need to have in order to think rightly about the people they're relating to?

I think the biggest mistake that most people make online is trying to be a salesman, a salesperson. It's so easy to just find somebody on Facebook or Twitter and whatever and just start selling. If you keep coming back to the core mindset of, "How can I help somebody without selling them anything?", you're going to have success.

The businesses that I run right now are all completely based on that mantra: What can I build or create that's going to help somebody actually accomplish their goal in that target niche? How much contact can I create that's going to help those people?

It comes back to you a thousand fold when you do that.

If you take that approach, take that mindset, how can I help my target audience accomplish what they need to get done and you really actually care, you have that mindset. There's a lot of fakers out there who they say they care about the customer but they really don't. I really care.

I have a website called Author Marketing Club. I really care about the authors that join that. I really want them to be successful and I'm going to go out of my way to find ways and create things for them that's going to help them be successful. If you don't care about your audience, they're going to feel it.



That's good. That's good. Just in maybe a bullet point list give me your top five or six things you think come out of good connections with other people.

Personal friendships obviously... business connections and business referrals, big time.

Other people can help you grow your business.

Those are probably the biggest things that you can get, and also the fact that just being human

and actually meeting and interacting with people is just something that all humans need to do. We're social by nature.

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Self talk techniques

Owen Hemsath

The worst part about having a bad day is that you tend to play the bad day over and over in your head like

the proverbial broken record.

You think about what you could have said differently, what you could have done better; you may even think about the repercussions of the situation and start to plan for if and when things get worse!

You started with a bad day but all the time and energy you've given to the negativity has created momentum that is only going to lead to ulcers and gray hair. That's why this mind-hack could be the best thing you read this week.

Negative momentum is almost a fact of life in the entrepreneurial world.

There are days with nothing goes right! The trouble however, is when you cease to deal with the issues as they are and instead begin to deal with them as they might be in your worst nightmare. You literally expend your own

precious life-giving energy to circumstances beyond your control and turn angry customers, bad Yelp reviews, and horrible drivers into vastly different scenarios involving court battles, lawsuits, or drawn swords.

Stop giving them the energy and they will die on the vine.

Self-talk is my newest technique for beating back my imagination's tenacious desire for drama.

Here's how it works:

When I find myself thinking about a negative situation or playing or re-playing a problem in my head, I immediately interrupt the thought with a positive, live-giving affirmation that reminds me how small the problem is and how big my dreams are.

For example:

A bad customer served me with a small claims suit that was barely worth the paper it was written on. I was livid! I found myself stewing over the situation while cooking dinner for my family. That's when I stopped and told myself:

"<u>Videospot</u> is the biggest name in video marketing. We are huge. We are unstoppable and I built it from the ground up. I am powerful. My wife is beautiful. My kids are brilliant. Nothing stops us."

I kept telling myself these facts (or soon to be facts) and gave energy to those instead!

As your mind stops focusing on what you don't want and instead focuses on what you do want, the worry, the anger, and the fear dissipate quickly. You have to remove the negative energy's ability to steal real estate in your head. It's trespassing.

You can't focus on a bad thought and a good thought at the same time. Choose the good thought.

Self-talk techniques not only removed that customers' ability to steal space in my head, but they also went on to assist me in making the best dinner ever!

Or so I told myself.

Your business: how to keep that spark alive

Ande Lyons



Remember when you and your business met for the first time? When that smiling, seductive, oh so brilliant business idea flashed across your mind's eye and you said to yourself: "YES, that's the ONE!"

As you giddily contemplated your business idea during those early incandescent days, the range of possibilities grew ever more enticing.

Sleepless nights followed, filled with wild and passionate thoughts of launching, branding, and building a real business. Intoxicated by the sweet and innocent love of your business vision, you soon popped the question. "Will you be my business, to have and to hold.?"

Oh, those early days were so delicious, so delightful! You jumped out of bed every morning, eager to advance your idea in the business world. Holding hands, you and your business idea happily skipped to incorporate, trademark the name of your business, and open that checking account. Filled with creative energy you met with website and marketing specialists to

hear their sage advice about how to turn a honeymoon into a lasting relationship. In no time at all your life together took on a form of its own.

Those first weeks flashed by in a blur. Revenue models were created and numbers crunched. Personal savings and credit cards and were tapped for a range of startup necessities. Glossy white business cards announced the news of your wedding. Friends and family came to the launch party, offering warm toasts and heartfelt good wishes for a long and happy relationship. Everyone was excited for you!

You celebrated with champagne when you landed your first client. Gently framing your first dollar, you proudly placed it where all could see the beautiful progeny of your loving relationship. Folks were subscribing to your newsletter and engaging with you on social media. Your business was working! The glow of entrepreneurial success infused your life together with satisfaction and increasing revenues.

As the months rolled by you devoted your life to your business. Friends, hobbies, and outside interests were increasingly ignored. A necessary personal cost. You were on a noble venture requiring hour upon hour of unquestioning commitment. In the late night hours, you often

gazed at your business, lovingly, admiring the beauty of it, content in the knowledge of all you had done and sacrificed to help make it so.

Then came your first major crisis.

A client failed to renew a major contract leaving you in a financial lurch. Suddenly, the sparkling flow of clever ideas and inspiration dried up. You found yourself with nothing to say to your business. You stared blankly at your computer screen and it stared back in mute resolution.

Floundering, you desperately scanned the shelves of business advice books and watched webinars on social media for inspiration. But late at night, all alone, you wistfully recalled the days when you first began.

Perhaps you and your business were not meant to be after all? Did you really make a tragic mistake? Friends and Family, worried about your sober look and downcast eyes subtly began to question your choice, some even hinting that you might want to "go back to work" and "find something more steady and reliable."

But deep in your heart, you knew you loved your business and your business loved you! You knew you could work it out together. But you just didn't know how. You needed some professional help!

Just like a marriage, every business needs respect, nurturing, understanding, redefining, and revisioning.

When you fall into a rut or times get hard, don't immediately divorce your business. Every business goes through ups and downs, and rare is the successful business that hasn't faced the threat of breakup multiple times.

But what is the proper response to these predictable setbacks and adversities?

As in marriage, it's almost always better to be proactive and take early action rather than wait for things to improve on their own. Making course correction(s) in a timely way is critical to business success.

Hire a business coach to help give you the perspective you need to recalibrate, to identify and delete what's not working and replace it with tools and strategies that do work. Perhaps

you need to raise money or shift your marketing campaign to a different target audience. Or maybe you need a vacation for a mindset reboot.

Entrepreneurs do not have the luxury of time that larger companies have. We need to identify exactly what needs to be done, and make needed changes swiftly and effectively to maximize business success and create a "happily ever after" ending.



"If you really want to do something, you'll find a way.

If you don't, you'll find an excuse."

from the amazing

JIM ROHN

Humility: a vital entrepreneurial characteristic

Carey Green



Humility is not a virtue that's championed in modern culture, and especially not in modern business circles.

We entrepreneurs are a bunch of rugged individuals. We're mavericks, pioneers, explorers, people who are strong, independent, and proud.

But as good as those characteristics may be in helping you get your business off the ground, they won't keep you afloat once you start adding clients and team members to your organization.

If you don't intentionally build humility into your business culture your business is going to suffer a long, painful death because the backbone of your business will be severed.

What is the backbone?

RELATIONSHIPS - between team members, and with clients/customers.

Relationships cannot survive, at least not in a healthy way, without humility.

Here are 6 reasons humility should be included in your business strategy:

1. Humility fosters an atmosphere where everyone on the team is invited, even expected, to contribute.

Ideas are shared, creative juices get flowing, and projects actually gain momentum because there is no ego-at-the-top that is threatened by the talented individuals on the team.

It also encourages folks to disagree.

In fact, a humble business culture *requires* that people voice their disagreements. Otherwise they're not truly members of the team. You *need* those disagreements, because disagreements are where sacred cows are challenged and the truly creative innovations are born.

2. Humility makes necessary confrontations less threatening.

When everyone is encouraged to be open to the ideas and perspectives of others on the team,

it's not so tough to confront someone over a misstep, violation of shared convictions, or neglect of a responsibility. You've built humility into your company culture, so you'll expect the person on the other side of the difficult conversation to be receptive to what you have to say and you'll approach them with a desire to truly understand what happened and help them overcome the issue.

3. Humility makes it easier for the entire team to take necessary chances.

When humility is pervasive in a company, nobody is going to get canned if they fail.

Nobody is going to lose their cool if someone else fails.

The entire team is motivated and eager to step into the unknown so that great discoveries can be made.

That's when things begin to roll ahead, when progress is truly made.

That's when companies and individuals have tremendous impact.

4. Humility makes it easier for team members to trust each other.

Teamwork takes on its TRUEST meaning when humility is a core value of the business.

Everybody is *for* everybody else in a humble company culture because it's a known fact that nobody wins or gets ahead unless *everybody* wins and gets ahead.

5. Humility fosters an atmosphere of clear communication.

When egos are not on the line, there's no risk in sharing information, data, skills, resources, etc.

No more competition between departments or teams.

No more fighting for budget allocations and favor with the CEO.

Everyone is free to share, communicate, and cause the entire company thrive.

6. Humility inside your business benefits those outside your business.

Everything is better for customers and clients when humility is part of your business culture.

Service to your customers is not a "bother", it's an honor. The changes and impact your team is having on the lives of the real people you serve begins to matter.

Enthusiasm will build.

A positive atmosphere will emerge.

Your customers will sense it and like it.

That creates customer loyalty and an ethos where word-of-mouth referrals explode.

And that's just the tip of the proverbial iceberg. I know there are *tons* more reasons humility is an excellent component to add to your business strategy.

So how do you do it? How do you insert humility into your business culture?

1. Model it.

If you, the owner/boss/manager are not demonstrating humility in how you interact and

respond, nobody else will. You have to lead the way, consistently.

2. Talk about it.

Humility isn't something you can insert covertly. Your employees and partners need to know that you've had a "change of heart."

They need to know that because something inside you is different the company is going to be different.

It's called "confession" and it truly *i*s good for the soul... and every relationship that it touches.

3. Describe how you see humility working.

Give examples of what it would look like to work together in a humble way. Highlight the benefits. Make it clear that every employee's performance and role will be evaluated by the additional criteria of how they are functioning as a humble contributor to the whole.

Brainstorm it with the team.

Your employees are talented people. They will become even more dynamic and essential when they begin to operate in a context of humility.

Listen to their ideas.

Build on them.

Brainstorm together how you can work toward humility in your day to day operations.

4. Trust your team with important things.

You have to let go of things (it's part of the modeling point above).

The people on your team will begin to shine, bringing benefit to you and the company if you let them.

Learn to delegate.

Learn to give up power.

Trust key people with important tasks and roles and watch them bloom... and watch them begin to behave the same way toward those they lead.

5. Develop a "thank you" habit.

Humble people are appreciative people.

They notice what others are doing to contribute to the whole and make sure they are valued.

As the owner/boss, you can do that in some significant ways. That includes public appreciation, championing the "rock stars" on your team, and making sure to be liberal with "well done" remarks across the community.

6. Learn to be generous to the team.

From the day I began my first job (a paper route), I've believed that if a boss treats his people like gold... they'll repay him in gold.

When you are generous with your team, they will work harder, smarter, and faster.

They will feel positive about you and the company.

They will commit themselves to the tasks and goals of the company in a new way.

A humble way.

Action Steps

- Choose one thing from the second set of points above that you will commit to doing for the next 30 days.
- Put it on your calendar or to do list.
- Make it a priority every day.
- Do it.
- Keep notes on the results you see.

Be opportunistic.

Eric Enge

As part of your business, you should be watching your market closely, interacting with potential partners, building relationships with influ



building relationships with influencers, etc.

This should just be part of your overall plan.

If you are doing that well, you will find times where an opportunity suddenly emerges.

It could be a partner that needs help launching a new product line offering.

It could be an influencer that needs a piece of information that you can potentially get your hands on (or already have).

While you should always assess the merits of every opportunity, recognize the need to move quickly.

This is one of those situations where it's critical to make the decision that needs to be made, and you may only have 24 hours to do it.

Don't jump on opportunities that will divert your business in too material a way; seriously consider the others.

Don't let key opportunities slip away from you!

QUICK TIP:

"When I get concerned...

I remember I have a marketing plan.
The more worried I get, the more I
detail my marketing plan.

Then all I have to worry about is **EXECUTION**.

Once I start working the plan, the worry goes away because I achieve my goals. Worry is replaced by success."

This one comes from **Tony Dassow**

A near miss can be your greatest blessing

Carey Green



When my family and I lived in Hawaii we often had to make the drive from our town to Honolulu. It was a 25 minute drive. The main road we traveled was on one of only two interstate highways on the island of Oahu.

Yes, Hawaii has three interstate highways. Go figure.

On one of those trips I began to make a lane change and before I could even get started my wife screamed like she was being skinned alive.

Really, it did sound that way.

I didn't know what was going on but instinctively, I swerved back into the lane I was moving out of.

I'm so glad I did. She had seen something that I hadn't.

A large truck was barreling down the highway in the lane that I was moving into. I don't how, but I didn't even know it was there. I had checked my mirrors but had missed it. If I had continued moving into that lane the truck would most likely have plowed right into us at highway speed.

Do you know what happened to me as a result of that near miss? I learned to *always* look carefully, multiple times before changing lanes.

Why is a near miss so powerful?

When you almost experience a disaster it not only does something to you, it does something for you. Here's the way I have come to understand it.

A near miss humbles you.

It teaches you that you have blind-spots. That puts the fear of God in you. Or at least the fear of big trucks.

A near miss reveals what is valuable to you.

After my wife screamed, after we watched the truck speed by, after my heart stopped pounding, I realized how much I would have lost had my wife not warned me about the oncoming truck.

I would have lost her, 4 kids, and most likely my own life too.

I realized that my wife's blood-curdling scream that irritated the bajeebers out of me in the moment was not a big deal. What truly mattered to me right then was my family.

What truly matters to me now is my family.

A near miss motivates change.

Wisdom is all about seeing the bad that could happen and determining a way to avoid that outcome.

A near miss shows you that you will regret what is bearing down on you if you don't do something to prevent it. You are motivated to make a change in view of what matters to you.

That one near miss humbled me, revealed what is valuable to me, and motivated me toward change. Who knows, it's possible that the increased driving caution that came as a result of that event may have saved us from other disasters since that time.

A real life example

I once spoke with a young husband who confided in me that he had gotten embroiled in pornography. As a result he began inappropriate interactions with a young woman on Facebook.

He did all this without his wife's knowledge. He did it deceitfully, lying to his wife's face when she asked him if he was having any kind of struggle with lust, porn, etc.

He told me about his failure after his wife had discovered it. He realized that he'd almost thrown away many things that were important to him.

Here are the impacts of his "near miss."

FOR HIM:

He was a broken man.

He was humbled by his own weakness.

He was mortified that he had been unfaithful to his wife and the vows he had made to her on their wedding day. He was embarrassed by the fact that he knew how to avoid that kind of temptation and sin but hadn't done it.

He was amazed at how close he had come to losing his wife, his son, his blessed life, and the respect and relationships he enjoyed with friends and family.

But most importantly this young man learned that his spiritual walk with God is vitally important. The reason he'd gotten to the point that he could lie to his wife was because he'd been neglecting the health of his soul and his relationship with God day after day for a long time.

FOR HIS WIFE:

She was furious, naturally.

Emotionally, she was ready to divorce.

But her moral convictions and her faith told her that divorce was not an option if her husband was repentant. And he was.

She struggled through her justified anger, the reality of her husband's betrayal, and what it said about the state of his own soul.

She was faithful to walk through all of those things for the sake of helping her husband move into a healthier, more vibrant place, and a greater degree of intimacy in their marriage.

A near miss is a gift... no matter the context.

Yes, if the near miss came about because of sin (like the example above), you are responsible for it happening in the first place. But the fact remains that the pain or fear of the near miss can be redeemed into a transforming change of heart.

My near miss taught me to pay better attention and not be so cavalier when driving on the highway.

The young man I mentioned learned that his soul was in danger if he didn't tend it carefully every day.

Do your near miss experiences teach you anything?

They can. But you have to be wise enough to take the lesson when it comes.

Don't just wipe the nervous sweat off your brow, say "Whew!", and go on with life or business.

Make sure that the near miss you've experienced has the positive impact it should have.

Here's how you do it:

- Stop.
- Evaluate what happened.
- Be humble enough to consider your part in bringing it about.
- Ask someone else to help you look at the situation objectively.
- Make a plan that helps you avoid that blind spot in the future.
- Implement your plan.

One of the best skills you can ever develop in life is the ability to maximize the power of a near miss.

Don't waste the gift.

Success is a process, not a destination.

Ryan Healy



If you think of success as a destination -- a place you can arrive at -- then you'll find that success is fleeting.

Money comes, money goes. The same is true of power, fame, and influence.

But if you think of success as a process – a way of living – then you can be successful every day of your life.

Measure success not by what you possess, but rather by what you do and how you live.

You have little control over the former, but you have much control over the latter.

Two daily habits for success

Stephanie Calahan

There are two daily habits that I put into place in my



life a number of years ago that are my top mindset habits for continued success in life and business.

Practicing gratitude and practicing forgiveness.

If you are like most people, there are a number of hygiene practices that you do to start your day to make sure that you are clean, presentable, and ready to take on the new day.

I'd like to suggest that you add a few practices that I call energetic hygiene.

As is often the case for many of us, when you start each day by listing out everything that you are dreading, how tired you feel, or maybe how things just are not the way you want them to be, then you are starting your day pretty dirty.

If this is familiar to you, please repeat after me:

"I now give myself permission to easily and joyfully redefine how I greet each new day."

Every day really is a gift! When we can begin our day focused on that our ability to see the possibilities right in front of us expands.

Try this for 21 days

Start each day with 5 minutes of gratitude.

If you want to spend more time, that is fine, but the minimum is 5 minutes. *I do this before I* even get out of bed.

When you start your day thinking of things you are grateful for and feeling that gratitude, you instantly shift into happiness and start your day in your "bigger self" (some would say you are in a higher vibration). You also get yourself in the best state to receive in your day.

The essential element of this daily practice is to *feel* the gratitude. That is what will power-up your daily gratitude practice. When you are powered up, you only really need 5 minutes.

The more you practice gratitude, the more you will see things in your life to be grateful for. It's like a muscle. The more you work it out, the stronger it will get.

The second habit that I have built into my day is to consciously practice forgiveness.

This is one that many people don't talk about but I attribute it to a significant amount of my success.

When you carry hurt and dark feelings around with you, it limits your ability to see the great opportunities that are right in front of you.

Try this for 21 days

At the end of your day, review the day in your mind. Take note of anything that was frustrating, irritating or otherwise just made you angry. This could be with another person or within yourself.

Then, consciously choose to forgive.

The most direct way to practice this is to say "I love you and I forgive you [name]." Sometimes you have to say that phrase a few times, but if

you do, at some point you will feel a feeling of release.

Over time, you will be able to forgive in the moment and not have to wait until you review in your day.

By forgiving and letting go of all of those lessthan-productive feelings you will put yourself into a mindset that is fertile for new ideas and connections.

Try it and let me know how it goes!

You are an entrepreneur if...

Carey Green

Someone in a Google+
community I am a part of

posted a link to this article: "The Dangerous Rise

of Entrepreneurship Porn."

It's a good article for anyone interested in entrepreneurship or what it might take to become one.

But more importantly, the post waves a huge red flag about a very important issue.

The author claims that the way entrepreneurship is characterized most of the time is unrealistic and misleading. In her view entrepreneurship is being characterized in the same way porn is...

Here's what she had to say:

Sir Richard Branson has proclaimed 2014 "The Year of the Entrepreneur." Breathless coverage abounds: sexy stories of the young and old who threw off the yoke and started their own businesses. It's all goodbye cubicle - hello freedom, vitality, creativity. Fed by media and online coverage of an idealized lifestyle, this

"entrepreneurship porn" presents an airbrushed reality in which all work is always meaningful and running your own business is a way to achieve better work/life harmony.

I had mixed feelings as I read the post.

The author definitely describes some aspects of what I feel as an entrepreneur, but not all of it.

- I do want freedom, from a restrictive schedule and an employer's demands.
- I am a leader, so I'm not always able to be content doing fulfilling someone else's dreams for them.
- I do want to build something myself. I'm a creative guy, so I'm stifled when I have to push out widgets for somebody else's ambitions or ego.¹⁸
- I do want to do something that is beneficial to the world but also meaningful to me because I believe God wired me to do exactly that. In my view, that's when the synergy of calling and gifts come together.
- And I do want the opportunity to decide my own income based on my own effort. Very few typical "jobs" allow for that, really.

Having said all that...

¹⁸ Tony Gaskins has famously said, "If you don't build your dream someone will hire you to help build theirs." Ouch.

I get her point.

The entrepreneurial community can tend to paint an all-too-rosy picture that leaves out many of the painful stories, the details of what it's really like to cut a path through the business jungle on your own.

I've long felt that the entrepreneurial road isn't cut out for everyone. After all, we need bus drivers, and pilots, and teachers, and plumbers, and grocery store clerks, etc. in order for our society to thrive. And there are many people who are wired to fit in those roles, and believe it or not, they actually enjoy their work.

I'm glad for that and for them. Truly, I am.

But I've learned over a very long, hard, frustrating road that I'm not one of those people.

Up until 2012 I spent my entire working life doing the work somebody else assigned me to do.

Granted, over 20 years of that was in a local church which admittedly, is much different in some very important ways. But strangely enough I see many of the same dynamics working there as do in the traditional workplace.

What I learned over the years is that I am wired by God in such a way that...

- I have to be creating things.
- I have to be able lead with some degree of personal freedom, which I've not always found is possible within organizations.
- I have to be able to use the initiative and drive the LORD has given me in a way that matches me and aligns with my gifts and talents.
- But more than any of that I need to feel free to be and do what I believe God is calling me to be and do, in business and in life.

Most of that happens within the walls of my own home. But some of it leaks over into my work.

I want to do things, I long to do things that are productive, beneficial to the world, and at the same time fulfilling to my deepest desires and gifts.

If you're considering a ride on the "entrepreneur express" know this.

It's hard road. A very hard road.

Don't buy the "porn" out there that will try to tell you otherwise.

But don't let the difficulty stifle the calling God has placed on you either.

We (the people of the world) need you to be what God has made you to be, whether that's a grocery store clerk or an entrepreneur.

Tom Rolfson answers my questions about success.



How do you define success?

Quality, trusting relationships with key people in my life. When I have that and the ability to take proper care of myself physically, mentally and spiritually, that is my idea of success.

Whether it be proper health and medical care to enable me to have surgery on my neck for a neck injury. Or whether it be having close friends that I can talk to about the day's concerns in my life or the opportunity to find the faith in God, a higher power that I know is guiding me and point to provide the shelter, the opportunities, whatever it is that I need in life. When I've got those things, I feel successful.

I have had the financial success of owning multiple homes in different states and finding

myself living with all the trappings. And they don't call it the trappings for nothing. They can consume you. You can feel trapped by your possessions. I learned, fortunately at a young age, that that wasn't how to measure success. The fast cars and the travel and jet-setting wasn't what I would define to be a success.



Do you feel that you can "arrive" at success, or is it a destination that is always changing?

Ah yes. The definition of success is always changing at different stages of life. I would say that it's something you can achieve but it's a never-ending journey so I don't know if you can ever arrive.



Do you believe that it's possible to measure success?

You can measure it. Not necessarily quantifiable in dollars, or in number of cars, or homes, or things like that, or even necessarily in the number of friends or the size of one's family, but you can measure in regard to a personal level of satisfaction. It's quantifiable.

I think many people can understand this example: You go to the doctor and he asks what level your pain is, on a scale of one to ten.

In the same way, you can ask a person, "What is your level of success on a scale of one to ten in regards to personal relationships, your love interests, your health, and so on."

I believe success is quantifiable.



How does a person go about pursuing success?

I think it has to start with knowledge of self or insight into what that goal is. Where do you want to go? For each and every one of us, it's our own definition. Once you've come to recognize or define it, what comes next is discipline and perseverance; perseverance to overcome whatever challenges come along.

If your definition of success doesn't have obstacles and challenges you might not have set the bar high enough. Personally, if it's too easy to obtain I'm not going to feel satisfied. That's my own personal observation. I guess there have

been things that have come relatively easy to me that other people would say they can't do, but I think the most meaningful things in my life, the accomplishments that have meant the most to me, all those required perseverance.



What characteristics do you think go into becoming a successful person?

The willingness to learn. The ability to accept criticism or be willing to understand that somebody else might see and have the ability or see something differently than myself, something that actually could be better.



How does a person tell when to keep going and when to give up?

That usually comes in the form of starting to see and recognize what I would say are better opportunities. If I find myself frustrated working on something, or catch myself looking at something and saying, "You know, maybe I should work on that instead," that's usually when I can recognize that... it's happening subconsciously before I become aware of it.

I can't put a finite number on how much money I should invest in a project. I can put a finite time to it, saying, "I'm going to put X-number of weeks or months into something," but it usually comes in the form of recognizing that, subconsciously, internally, I'm being challenged to find my head and my heart fully invested the project.

I guess that's the best way to put it. If I can find internally that my head and my heart aren't fully vested in the project, I know it's time for me to consider other options instead.



If you were able to hear it, what would you hate to hear people say at your funeral?

I would hate to hear them say that I was too selfish or materialistic. I would love to hear them say that I was always there for them when they needed me.

QUICK TIP:

"I never dreamed about success.

I worked for it."

This one is from

EE LAUDER

A mindset for success

Susan Finch

Through tests, observations, and feedback from my



family, peers, and clients, I came to realize that what I do at night has a direct effect on how the next day begins and its potential for success.

Let me take you on a tour of how my less successful days started by sharing with you what transpired the night before:

- I would stay on my tech devices way too late - this included chats, social media, creative programming, and writing articles on my screen. Paper doesn't bother me in the same way; instead, it actually helps.
- Sedentary and solitary. I would be alone in my house, not interacting with my family, and not being active.
- The books on my bedside table, although well-written, had recurring themes of graphically and emotionally written violence, sadness, and tragedy.

This would lead to the following morning - beginning at around 1:00 am:

- I would sit bolt-upright in my bed with a bout of panic, weepiness, or restlessness.
- I would wake without having gotten proper rest, still simmering in the sadness and anxiety triggered by the books' themes and the overuse of technology at bedtime.
- Throughout the day my face, my voice, my attitude, and my work would show it. The rough start bled through into the rest of my day.

In contrast, my consistent, most successful days start with consistent successful nights:

- I turn off the screens where I am expected to do something. I will admit this does not include television. We purposely choose shows that are light and I'm with my family, laughing, talking, and enjoying their company.
- I also take the time to visit with one friend each evening, on the phone or online video before it is too late to hear about their day.
- Getting out for an evening walk to get fresh air has been especially helpful. I usually do this alone or with my 12-yearold daughter. The physical activity helps clear my head and heart.
- Books at my bedside usually involve reading to my 9-year-old son. We make an

effort to choose something where we can break it cleanly at a chapter. If I'm reading on my own it's usually something inspirational about people succeeding. Essays are especially helpful because they tend to be short and get me to the happy ending before lights-out.

 Finally, spending some time reflecting on my day in gratitude which, for this happy Catholic, includes prayers.

These practices lead to a restful night without fits of creativity or the sense of panic that I am forgetting something. At the end of an evening where I have taken these steps, I am at ease.

To help my peaceful evening continue through the night, I keep paper and pencil by my bed for those occasions I need to catch a fleeting but useful thought and get it out of my head quickly. I do this without turning on lights and screens. The notes are difficult to read at best, but my brain is satisfied and I'm able to settle back to sleep.

The next morning at alarm time, before my feet hit the floor, I take a moment to reflect on gratitude. I state my determination to make it a great day being of service to my family, my friends, and my clients, and I humbly ask God for help to accomplish these goals.

After brewing myself a cup of my favorite tea, I spend a few minutes catching up on headlines. But I am sure to surround myself with a balance of positive news and "shares" from the world, friends, and my community. I find if I only read news headlines first I feel overwhelmed with the heaviness of the world and fail to take the time to acknowledge all of the good that is quieter, yet outnumbers the bad. Remembering and embracing that silent, but powerful good sets a positive tone for my day.

The experimenter's mindset

Nick Loper



The most important "mindset hack" I have is what I call the "experimenter's mindset."

This allows me to view new projects or ideas as experiments rather than life or death business decisions.

Consider the scientist in the lab. He never really fails; he either proves or disproves his hypothesis.

The same is true for you. If the experiment doesn't work out the way you planned, you learn from it and go back to the drawing board.

I like to couple this with a series of questions on risk that make it easier to evaluate tough decisions. These come from the book The Top 10 Distinctions Between Millionaires and the Middle Class:

- What's the best thing that could happen?
- What's the worst thing that could happen?
- What's the most likely thing to happen?

If you can live with the worst thing and the most likely thing is positive, maybe it's a risk worth taking.

Asking these questions positions you so you never make a bet you can't afford to lose. But it also gives you the freedom to take more risk by verbalizing the non-life-threatening nature of relative failure.

And to be sure, no one likes to fail. It sucks! But combining these risk questions with the experimenter's mindset you can effectively reduce the sting and give you permission to succeed down the road.

How to overcome stinking thinking

Carey Green

It was the late <u>Zig Ziglar</u> who coined the phrase "Stinking Thinking." Here's what he said.



Every day we all need a checkup from the neck up, to avoid stinkin' thinkin' and hardening of the attitudes.

His statement is hugely descriptive of a pattern I fall into from time to time. If you are a human being I would bet money (If I were a betting man) that it's the same for you. What does old Zig mean by "stinking thinking?"

Here's my stab at defining it:

Stinking thinking is when we believe things about ourselves or our circumstances that are not true.

Any of these sound familiar?

"I've never been good at that."

"I'm not a very creative person."

"Nobody has ever believed in me."

"I'm a failure."

"Good things don't happen to me."

"You got a lucky break. I wish I could."

"I'm just waiting for my ship to come in."

"This is never going to change."

Every one of those statements is based on an untruth - about you, your past, what you're capable of, etc. If you find that those or similar statements are commonly heard escaping your lips (or echoing around inside your head), you might be stuck in a pattern of believing things that are not true.

Zig calls that, "Stinkin Thinkin."

If you're going to get free of those untrue beliefs, you're going to have to take a deep dive into yourself. You're going to have to weed out the junk that's lodged inside your beliefs and replace it with truth. Here's a handful of "tools" you could use to do that...

- Take a weekend retreat to examine your beliefs. Leave your technology and distractions at home.
- Use a journal to write out your beliefs about yourself. Write everything that comes to you. Read it back to yourself. Aloud. Let the weight of it soak in.
- Dredge up the negative feelings you have about yourself that came from your past.
 What do they cause you to feel is true of yourself? Examine them. Are they true?
- Identify the beliefs that are untrue to who you are. You could use the common statements I listed earlier as a starting point.
- In particular, identify any pessimistic or doubtful beliefs about your ability, intelligence, worth, etc.
- Write them all down. Don't skip any of them.

I want you to feel really bad about what you discover.

But I don't mean that the way it sounds. You need to feel bad about it like this:

- Be disgusted by it.
- · Get mad about it.
- Renounce it and repent of it.

 Let that anger motivate you to engage in the hard work of changing those beliefs.

The reason you need to do all of this is because the way we think and what we think about is one of the most powerful influences in our lives. Said another way:

What you think about and how you think about it, is either one of your greatest resources, or one of your greatest limitations.

Get this: You don't drift into success.

It not something that "happens" to you.

You *believe your way* into the hard work of productivity, creativity, and connections that make success happen.

Success comes because you take the time to know who you are and believe that God made you that way to do good things in this world.

That's when you can begin to believe your way toward success.

But notice what I didn't say.

I didn't say all you have to do is believe in yourself.

Belief by itself is nothing but wishful thinking. The kind of belief that makes a real difference has two qualities:

- 1) It's based what is undeniably true.
- 2) It's got to be followed up with corresponding action because belief without action is dead. As a doornail. As a door knob. As a door knocker.

We only change for the better when our beliefs change for the better. There's no way around it.

OK, back to the exercise I gave you to do...

Once you feel like you have every negative or untrue belief out on paper, I want you to do the following exercise.

It will sound like a hokey mind-trick, but I guarantee you, it will have a deep impact on you. It will serve as a tangible symbol of what you're doing internally (which you can't tangibly see).

Before you can do the exercise, you'll need four things:

- 1. A fresh helium balloon on a string.
- 2. A sharpie marker.
- 3. A rock about the size of a baseball.
- 4. A pen, paper, and envelope.

Once you have all the items, follow the steps below exactly.

Exactly.

Don't vary from it one iota. Every step is calculated to make this symbolic act as mentally powerful as possible.

STEP ONE: Take the things you've gathered and go to an isolated place outdoors where you can be alone.

STEP TWO: Using the sharpie, write your list of false beliefs on the balloon. Yep, all of them. You might have to write small but get them all on there.

STEP THREE: Hold the loose end of the balloon string across your upraised palm and set the rock on top of it. You want the rock to hold the balloon down, keeping the balloon from taking off.

Now, here's the hard part. Extend your arm straight out in front of your body, being careful to keep the balloon string pinned between the rock and your palm.

STEP FOUR: *Imagine* that the weight represents the burden your false beliefs have been to your life.

It's the weight that's been holding you back.

It's been killing the courage you've needed in order to move forward in positive ways.

Keep holding the weight out there. Come on, keep it out there.

Let it hurt. Let it show you how damaging your false beliefs have been.

STEP FIVE: When you are at the very end of your strength, when you can't hold your arm outstretched any longer, quickly turn your palm toward the ground, letting the rock fall and the balloon soar.

STEP SIX: Watch the balloon soar at the same time you feel relief from the weight that's fallen aside.

Imagine the balloon is your honest confession of every false belief you wrote on it. Confess those things aloud to God (You are in an isolated place, aren't you?).

As you watch the balloon ascend, know that God is taking your false beliefs from you. He's freeing you from them, just like you're free of the weight of the rock.

Feel the relief. Feel the wonder. Feel the freedom.

STEP SEVEN: Take out the paper, pen, and envelope. Write the date on the front of the envelope. Write the following on the paper:

"Today I renounced all my untrue beliefs about myself, my life, and my past. I gave them to God and He took them. I will move ahead in my life, free."

Fold the paper and put it in the envelope.

STEP EIGHT: Keep the envelope near you. Every time you begin to feel those nagging false beliefs niggling in your mind, take it out.

Open it. Read it. Remember what you did. Remind yourself that you are free.

If you decide to do this exercise, I'd like to ask you to do me a favor. Would you share your experience with me?

Send me a message at carey@careygreen.com.

Blessings to you as you work to free yourself from the lies that have held you back.

QUICK TIP:

"Success is not final, failure is not fatal: it is the courage to continue that counts."

This one is from a guy who knows,

WINSTON CHURCHILL

Who wants to jump in?

Kenneth Manesse, Sr.

To rush and dive into the entrepreneurial pool with



your business idea is like trying to jump into a pool without making sure there's water in it.

We often hear the following question. It's asked of successful entrepreneurs.

"How did you come up with your business idea?"

The real question is not how great their business idea is/was, but how great was their business opportunity?

The reason why I differentiate between a business idea and a business opportunity is because an idea may not be scalable or even doable.

But a business opportunity can be both.

Don't believe me? Just spend one evening watching the TV show "Shark Tank." The first question the Sharks ask an entrepreneur is "What are your sales?"

The sharks are trying to determine if this is really an opportunity for them to invest in, or an opportunity in the marketplace that's big enough to represent a scalable business.

Also take a look at what is happening with Kickstarter and the other crowd funding platforms. People are looking to see if their business idea is something that we call "proof of concept." Is there a willing and able market to buy the solution to the problem they're solving?

The answer gives the entrepreneur the ability to confirm that their business idea is something that is a real solution to a real problem. It's confirming that there is water in the pool before they dive in.

When deciding to go into business with your opportunity, what you are saying as an entrepreneur is that you have found a need or a solution to a problem, and you believe people will be willing to pay for your product or service.

But before diving into the pool or even determining if there's water in the pool I have a growth hack tip that will ensure there is both.

Let the data speak

Instead of diving into business with your entrepreneurial idea let the data prove it to you.

When an entrepreneur has a "data driven decision" we know they have done their homework and have determined that there is a big enough market to have a business opportunity that can grow and scale.

Most entrepreneurs, those who rushed to the marketplace with their idea, rushed because of emotions; they believe when they see the entrepreneurial pool, that if they jump in, there will be water. Their emotions have driven them to be blind.

Or maybe they are so excited about their idea they don't check the data and don't see if there is a big enough market for it. We find this same problem when we hear people say, "You need to discover your niche." That's the wrong way of looking at it.

What you need to determine first is that in fact, there is a big enough problem and that people are searching for a solution. That group of people becomes your niche.

Find the need and you find the **niche** you can sell to.

Want to have a million dollar business opportunity? Look at the data and see if there are a million people with that problem. Then you have to become the one providing the awesome business solution.

Do the "data" work first and let that be what drives your decision to jump into the entrepreneurial pool.

Hey, the water's warm! Come on in (after you have done your data work).

But please, don't yell, "SHARK!"

Make decisions when they need to be made

Eric Enge



Making decisions when they need to be made is more important than making them right.

Speed is incredibly important in a small start-up. Small businesses that fail often do so because they wait too long, usually because they keep waiting for more information.

Unfortunately, your competition is probably moving much more quickly and will get an edge on you as a result. Once you get to the point that you have a decision that is *probably* right, make it and go!

You've read stories where businesses were successful because they challenged conventional wisdom, and did something different.

There is a place for that in your business, but don't be in the practice of challenging *all* conventional wisdom. More often than not, you can leverage conventional industry wisdom to

save you a lot of time, make fast decisions, and move on.

Sometimes you get to a point where you think you know the right decision with imperfect information, based on instinct or gut feel. If additional information is readily available, then great, but if not, roll with your instinct and keep your business on schedule.

Five mindset game changers during a rough day



Susan Finch

1. Walk outside.

Take a 20 minute walk to stretch your body. It shifts your insides and your thinking.

2. Call a friend or family member to listen to them.

Be present.

3. Get out pencil and paper.

Walk away from your desk to a space outside. Or just walk away from your normal work space and write, draw, doodle, dump what's in your head. *Create* and free your mind.

4.Do some gardening.

Weeding works wonders. When I'm in a foul mood and need to nitpick I go to the garden to pull tiny weeds and rearrange things. If it's

raining out, as it does in Oregon for five months, I will do laundry, clean baseboards, sharpen the colored pencils in the house, or clean out part of my desk to declutter.

5. Turn off the phone, turn off email, and turn off notifications on your phone and computer.

Give your mind some rest to truly stay focused on the task at hand without distractions. The world will not fall apart, I promise. Everyone will survive if you take a break from chat, email and phone. Give yourself permission. Sometimes it's important to be of service to yourself in addition to all the other people in your life.

QUICK TIP:

"Success is NOT built on success. It's built on FAILURE. It's built on FRUSTRATION.
Sometimes it's built on CATASTROPHE."

wise words from

SUMNER REDSTONE

Martin Shervington answers my questions about success.





How do you think about success?

I think success for me right now is the financial reward, which I know this is surprising. I know everyone juts flipped their heads.... "What? Oh it's not about the money."

Actually it was the financial reward for allowing my creativity and all of the work I've done for the last two and a half years to be enjoyed by people. That's really where the success is. I can say it's great to wake up every day and that's really successful.

No actually, I think that there is the need to be in what I'm doing because I've given two and a half years of my life really to this but I think success is that and then there is another part.

I think being totally comfortable with content and being just at ease that any question that comes your way is a position of success in whatever niche you've chosen.

That's a felt experience because when people ask me, "How do you run a community?" It's like, "Well okay. I've got a lot of experience."

"Well how did you do campaigns for search results?" Those sorts of things, that's successful. That's good. But I think there is an element which is people appreciating that and there being a financial reward for that appreciation. For me right now because that's the phase we're moving into, it's definitely a part of it.



And that's definitely personally gratifying for you because you're seeing a tangible outcome.

Exactly. Otherwise it's just a hobby. It's just a 15 hour hobby and actually doesn't give you freedom. I want other people to be successful and most people ... You know what? Being healthy and happy, we know that's the underlying thing out of everything and having good friends, but there is something else.

For me, learning; I have to keep learning. That goes back to the point about the energy and depression things. As soon as you stop learning, then you're at risk of just falling into comfort. I like to keep moving forward.



Do you feel like success is an ever moving target or is it something that you arrive at?

I don't think you arrive. I felt this on Google Plus as a journey. I think there are degrees of comfort that you get along the way but not to become comfortable, degrees of ease more than comfort. It's that you get a position in what you're doing where life becomes easier to connect with those people. Those people want to connect with you and that allows more information to flow and more opportunities to come so I think that that happens along the way.

I think that if you set a goal; you want 12 million dollars in the bank and that's the goal, of course then success is going to be when you've met that target but if you stop then what're you going to do?

I think that for me, what I'm doing right now is a project. I have about another three years of the

project to go and the reason I'm doing that is that it means I'm committed for at least three years and then go from there.

I think as long as my passion is there, as long as I ... I don't like doing admin which is why I've gotten into this. I don't like it. I do a tremendous amount of it because we haven't got so many systems in place. I think that's one thing that, doing what you love is great but I also think if you're going to create a business, you have to put good systems in place. You've got to have good processes in place and I've got to say, nobody cares as much about your business as you do.

Even if they're incentivized, nobody does. You have to do, sometimes pain in the neck work, and sometimes there's nothing and then ... I've had this before, I've had this many times in life. You can offload once those processes but unless you innovate, and you ... Like today, I'll tell you what we did today.

We're actually creating circles that are geolocated, that are filtered. Say local businesses, okay, I want a circle in this area of Minnesota and we're creating spheres. This is an experiment and it's fun but we've got to do the pain in the neck stuff, the admin; all the feedback and whatever and then somebody has got to create them. That's what you've got to do. If you don't do it, you don't get the experience.



It makes sense. It's networked thinking and building relationships and all that. Tell me some of the negative mindsets or attitudes that

you've seen in people that have hampered their success?

I think that what I'm seeing lately, people who are being negative and pointing the fingers directly at other people who are actually in same network is, to me, unnecessary. I think that's the thing which I'm watching. What it does is it prevents ease of contact in the future between that person and the next.

I see that people get drawn into the satisfactions and picking on people. But we're not doing that. It's actually those that are trying to build up a positive reputation where people are like, "I trust you." These things affect trust. Then it becomes disingenuous, so we're being negative over here and then being positive over there. I see that. I'm watching it.

You see a lot of things and I'm thinking of specific people and people not being transparent. It's like if you don't like it, don't engage in it. You don't need to pull somebody down. You just need to either un-circle them if it's that severe or what have you. Change your network. If you're not happy with the people around you, change them. You choose.



Yeah. It seems like folks feel a threat or a personal need to demean others or put others down

in order to make themselves feel better about where they're at.

That's the old way, where it is that everybody is competing for a position and the position assumes that when you've got to that position and its all okay and the only way that you can get forward is to pull somebody down so you can move forward.

Actually, it doesn't work like that. If we can collaborate and if we can cooperate genuinely and it not be in a, yeah, yeah, yeah and then hang out, and go, and then call you all the names under the sun, that isn't right. Do you know what I mean?

In the first place, people position themselves. It's fascinating. Because everything is public. Not everything obviously but a lot of things are public. I think that when you understand the nature of information that flows... I know that for instance if somebody has behaved in a particular way and I've seen them being negative or they've done something, it's very unlikely or much less likely that I'm going to share their stuff.



That's just common sense.

Yeah, it's common sense. Then doing stuff public. I mean it

happens once in a while and I am very, very fortunate the relationships I have, but people need to understand that other people see that and will go, "Well I don't want to do it." It is common sense but I think people are very shut down sometimes with what they're after and they get caught in emotions. They get caught in short-term gain and being part of bit of a negative club.



Yeah and I think one mindset that I've noticed that I'd love to hear your response to, is that people tend

toward thinking in terms of absolute right or wrong on issues of opinion. Don't get me wrong. I think there are issues that are absolute right and wrong that exist in the world and in life. Murder should not happen and things like that, but as far as business practice, or theory on SEO or whatever, people get into this polarization in their own minds and that's part of what turns them aggressive like that.

Yeah, as soon as you hold a position, as soon as you're "right," then you're protecting something.

Work with a team

Phyllis Khare

This one has come slowly but is one the most important hacks I have!



Build a team of people who can support you in all those areas outside your own gifts.

In my case I have people who have an amazing ability to manage all the details, and I have someone who is gifted with <u>Leadpages</u> and <u>Infusionsoft</u> (*thank goodness!*). I have a business partner who is brilliant at what she does and allows me to be inside my gifts of design and creating marketing copy.

If you are still working alone - reach out - find someone who can help with a small things at first.

Then grow the team as your productivity grows.

I remember quite well when I first thought about outsourcing some of my work. It seemed like something that would never happen. But now that I have a team I can't imagine working without them.

Trust yourself.

Be brave and outsource.

Small adjustments matter

Carey Green



When I was still in high school I had the opportunity to join my brother, a Master Chief in the U.S. Navy on what the Navy calls a "Tiger Cruise." It's an opportunity for family members of Sailors to go out on the boat for a few days to experience what life in the Navy is really like.

At the time, my brother was C.O.B. (*Chief of the Boat*) on the USS Ohio (SSBN-726), a trident class nuclear submarine. That made the adventure especially interesting. Yep, I got to spend 3 days underwater on a nuclear submarine.

We sailed out of Seattle, WA, spent a few days on and under the Pacific Ocean. At one point the Captain entertained us with what they call "Angles and Dangles" (moving rapidly from one depth to another). It was quite a ride.

It was on that tiger cruise that I learned a very important lesson:

Small adjustments matter

The C.O. (commanding officer) was the one to give the command anytime the boat was to change direction.

It was a series of instructions that everyone in uniform understood, though I didn't.

The C.O. would speak the orders to the EX. O. (*Executive Officer*) who would them repeat the m to the C.O.B. (*my brother*), who would then repeat the commands word-for-word to the guy driving the boat (*whatever he's called*).

During that exercise my brother leaned back to me and said, "If we are off by even a few degrees, over the course of time we'd wind up hundreds of miles from where we want to be."

That got me thinking. And I've been thinking about it ever since.

When we start out on something, especially something we've never done before (a business, for example) we are prone to make a lot of mistakes at the outset. And they're not typically only mistakes of "a couple of degrees off," they can be huge mistakes.

If we leave those missteps in place, without making course-corrections, we'll wind up way off course from where we want to be.

That's why we have to learn how to make small adjustments

Here's how it looks.

- Get started.
- Get your bearings (periodic assessments are good).
- Adjust your course.
- Set out again.
- Get your bearings again (get used to it).
- Adjust your course.
- Set out again.
- Get your bearings again.
- etc., etc.

If you don't assess as you go along making small adjustments every time, you will wind up far from where you want to be. Guaranteed. None of us has a foolproof plan.

Adjustments are needed in everyday life

My wife and I have a good marriage. We are in love with each other still after 25 years and 5 kids. We love being together and are each

other's greatest fans. I couldn't do half of what I do without her insight and support. 19

But I remember a time not too long ago when things weren't operating as smoothly as we were used to.

- Communication was hard (very unusual).
- Emotions were high.
- Misunderstanding was frequent.
- Insensitivity (on my part) was too common.

What we were experiencing was the need for small adjustments in our marriage.

Like everyone, our lives have not gone on as they always have. Things are constantly in motion, people grow, circumstances change, and unforeseen obstacles arise out of thin air.

When that happens we can't deal with things the way we always have because things are not the same as they always have been.

We have to make little adjustments here and there, and with God's help, we deal with the changes in our marriage one little adjustment at a time.

¹⁹ OK, I couldn't do MOST of what I do without her encouragement and support.

Small adjustments help you avoid drastic steps

Too many of us don't know how to make small adjustments in our lives. As a result we wind up waiting until it seems like it's too late. Then, with our backs to the wall, we do some pretty rash and stupid things.

- We push people out of our lives.
- We guit our job or business.
- We give up on dreams we're supposed to be pursuing.
- We divorce our spouse.

I know it sounds simplistic but I wonder how many of these tragic, nobody-wants-to-gothrough-that-situations could be avoided if we were better at making small adjustments as we go along?

- What if that couple could learn how to communicate better, day by day?
- What if that entrepreneur could learn to mitigate the effect of past mistakes by making course corrections monthly, or weekly?

Do you see what I mean?

What will it take for you to build in a habit of assessment and adjustment in your business and in your life?

Will you wait until drastic measures are required, or will you learn to do it early and avoid those things?

It's really up to you.

Entrepreneurial steps of faith

Chery Gegelman

My entrepreneurial journey has been a journey a faith.



It's a journey that began when I was 10-years-old and a journey I was reminded of as I prayed for a name for my business.

I stepped on the first stone on that path the day I signed my LLC papers. And I expected the path forward to become instantly clear.

The reality is that many days I feel like I'm standing on a path of stepping-stones that are surrounded by intense fog, so thick I can't see anything - not even the next stone.

On those days I pray and wait. Eventually one stone will emerge from the fog.

I step forward in faith and have to wait again.

Each time, I'm thrilled to see the next stone and wish I could see further ahead.

Each step is taken in faith.

Each time as I wait for the next stone my patience is tested. And each time my faith is rewarded as another stone appears and I take another step.

The first time I considered sharing this experience with an audience, I read this from the book of Proverbs.

"A man's heart plans his way, but the Lord directs his steps."

Later that same day I came across this quote from Peter Drucker,

"Follow effective action with quiet reflection. From the quiet reflection will come even more effective action."

If you believe you've been called to this entrepreneurial journey, the best advice I can give you is that it won't be what you expect.

Take it one prayer, one day, and one step at a time.

QUICK TIP:

"You will

NEVER reach your

destination if you stop and throw rocks at every dog that barks."

a timeless nugget of wisdom from

WINSTON CHURCHILL

Fail fast.

Eric Enge

My first two points placed a great deal of emphasis on speed in one way or another. As a result, you will make many decisions, or chase specific opportunities, that are not going to work out.

Don't worry about it. Fail Fast.

What this means is that once you engage in an initiative, pursue it with vigor and energy. Don't hold back. You're in, or you're out. It's that simple. The beauty of this is, if you fail fast, you can discard that initiative and move on to the next one.

Hire people you know and trust.

When you are small and starting up you want to highly optimize your hiring. You can't afford a bad hire. It's devastating to a small business. Use your closely held contacts to find highly trustworthy people who will be able to do what you need.

Of course, ideally, the people you hire will be rock stars. If you can pull that off, great!

However, culture fit is often more important. It's better to have a solid employee who is a great culture fit than a rock star who is a poor culture fit.

Culture issues will slow down and destroy, a new small biz faster than anything else.

Tommy Walker answers my questions about success





How do you think about success? Is it an ever-moving target? Is it a place you arrive? Is it a concept only? Is it measurable?

I'm not as caught up in it as I used to be.

Many people don't know this, but the year I produced the most work was also because I was trying to get a few hundred bucks per article to support my family. We were single income, and the only steady pay was 2k which is not enough to support a family of 3 soon to be 4 at the time.

So for me, getting published was a matter of survival more than anything else. As a result, the "success" started to roll in. Suddenly I was editor of a blog with around 150k monthly visitors, and I started getting requests to speak on the other side of the world & contribute to eBooks with other huge names I really looked up to.

To be perfectly honest, I'm genuinely surprised that I'm the guy that gets "flown out & put up" now.

I'd be lying if I said it isn't what I've wanted, but it was only when I stopped caring about it that it even happened.



What do you believe are the building blocks to success in terms of personality, work-ethic, expertise, capacity, creativity, etc.?

Have values that you honestly stand by. I had a client that I had to fire, which ultimately lead to uncertain income for way longer than I will ever want to do again. It was *bad*.

But it was because of that uncertainty that I was led to focus in and work my ass off well beyond the place that was comfortable

For me, I was obsessive about meeting my deadlines, and willing to ship and ask for help if I needed it. This did come at a cost though, as my wife took on the burden of being constantly present with our kids at the time, and it really tested us.

But once the dust settled, I tried to make a point to dial it back and appreciate where we were at and acknowledge any damage that may have been done as we were trying to make it forward.

Now, if I'm lucky, we'll never have to go through that again, but I do think there needs to be a period where things are really, really hard for a while, then a place of appreciation and repair if necessary.

Don't forget to be a person in addition to hard-working & honest. I think that's what makes a well rounded entrepreneur.

Success is no fun if you've destroyed all of your relationships on your way there.

QUICK TIP:

"If you want to be successful at anything in life, never leave the site where you were inspired to reach for it without doing something that commits you to fulfillment."

Common sense amazement from

Tony Robbins

Give it away

Andrea Beltrami

A huge downfall of many entrepreneurs is operating on the principle that giving is loss, that imparting



anything to someone means losing out on something ourselves.

Gone are the days of "ask and you shall receive". Well, you can ask but it does not entitle you to a specific answer. Success is not about scratching your way to the top, just as much as independence is not about taking what you need.

Sadly, as entrepreneurs we've become complacent in our resolve to give and impart our gifts to others out of fear that we will not get enough back to justify the cost.

Entitlement is a big part of it

With the introduction of faster modes of communication and the ease in distributing our gifts to a larger number of people, we've become fixated on the return of investment on both a figurative and literal level. Many entrepreneurs,

consciously or not, feel they must take more than they give to end up at the top.

The truth is, if you focus only on the cost of giving, you will end up losing and be disappointed. However, when you focus on goodwill and embrace productive giving (long-term giving and contributing to others of any specific outcome) you will net the most valuable of gifts - the gift of happiness, wholeness and fulfillment.

Productive giving will actually boost your wellbeing across the board by injecting purpose into your life and work and will ultimately revitalize you rather than deplete you.

Stop believing the fallacy that taking rather than giving is how to attain success.

Start basking in the freedom and fulfillment that giving will impart to your business and those you touch through your business.

The equation to change your thinking and life



Mark Evans, DN, DM

I'm writing this while sitting on a beach. I got here during my favorite time of day - just before the sun comes up.

I sat here, enjoying the sound of the waves against the sand, watching the sun come up and brighten the beach. Later today I have plans to go snorkeling.

I'm not on vacation. *The beach is my office*. I bring my laptop and/or a pen and paper and I get my work done as the sun rises.

It wasn't always like this.

Nearly a decade ago I was running around, working 24/7. I slept just a few hours. I barely saw my girlfriend. I wasn't any fun to be around because my phone was ringing off the hook. By many measurements I was "successful," but I wasn't enjoying myself.

And then I had an epiphany.

It started with a realization that I was near burnout and not truly happy with my life. It compelled me to change how I think about my life and my business.

Today I travel the world (I've traveled it twice for 2.5 years straight each time). I've swam with sharks in Bora Bora, I've ridden on the back of an elephant in India, I've walked the Camino de Santiago in Spain, and much more.

And I do it all while running multiple businesses.

What changed for me was the equation that I lived my life with.

Most people live their lives with this equation:

Time = Money

In other words, most people trade the time they have each day for money, which they put toward bills and retirement. They're happy when they get to put in a bit of overtime to earn extra money.

But at what cost?

They face the busy chaos of getting everyone ready in the morning:

- They put up with the stress of commuting
- They have to listen to bosses and coworkers
- They dream of weekend freedom
- Sometimes they have to miss out on a child's daytime school concert because they couldn't get the time off of work.

I was living a similar lifestyle; even though I owned a business.

In reality, I owned a JOB because I was trading all my time for money.

I changed my thinking and my life when I realized that the real equation should be:

Freedom = Time + Money

The best reward is not having more money but more freedom - the freedom to spend your available time and your available money the way you want., the freedom to do what you want to do when you want to do it.

No commuting, no bosses, no coworkers.

Nearing burnout and bankruptcy, I changed what I thought about life by changing this equation in my mind. I started valuing things not for the money they could give me, but for the freedom (*money or time*) they could give me.

I changed my business so it was less about me:

- I started building assets that provided cash flow without a lot of my time. (For example, I invested in real estate and businesses that earned a passive income.)
- I built systems that I could implement once and the businesses could run without my constant effort.
- I assembled a team of people who work on my behalf to grow my business.

I went from being the guy who was trying to do everything all at once, to someone who ensures that all the pieces are in place and running well.

I did it by changing my equation; I no longer trade my time for money. I create freedom with time and money.

If you are dissatisfied with your job.

If you don't have enough money week-to-week or enough time in your day.

If you have dreams that you're putting off until retirement.

Chances are you're trading time for money right now. But we live in an exciting world that has a lot to see. Life is too short to put off the good stuff until later. It is possible to change your life and enjoy it today.

You just need to change your equation.

QUICK TIP:

Nobody's going to come to you and say, "Here's a business, you're an entrepreneur...

YOU

have to go make it happen.

A "duh" moment from

KAT LOTERZO

Jim Kukral answers my questions about success





When you think of success, is it an ever-moving target or is something you can actually get to.

Everybody defines success differently. You've got the people who define it as having big house and fancy cars and tons of money in the bank. It's pretty obvious from what I said earlier that that has nothing to do with how I define success. Success to me is being happy doing what I like to do and living the lifestyle that I want.

It changes. People change. Who knows? Ten years from now I might say, "Oh, wow, I need to make a ton of money," and I might try to do that more. It constantly changes but it's always up to the person.

I think the biggest point I can give you about this is a lot of people define success by something

that they don't think they really want, which is the money.

I grew up in a middle class family, a suburban family. We weren't hurting for money, but we never had nannies and a fancy car. My first car was given to me by my parents and it had a hole in the floor and no dashboard. It's not like I wanted for anything but money was never what you needed to have to be successful or to be happy. It was how you could live your life that mattered. People make that mistake.

We're taught from birth, I believe wrongly, that you should grow up, go to school, get a job that you hate, work at it every day, come home and be unhappy in it and just be a cog in the wheel. I think that's completely wrong. I think that if you look in every successful entrepreneur or every...

Let me put it to you this way. You look at everyone who's happy; I want anyone who's reading this to find somebody in your life who's happy all the time. It just disgusts you because they're happy.

You know what? Sure, you're going to find somebody who's got a ton of money who lucked into it or worked hard to get it and they're happy, they're happy for whatever reason.

But you have to find your happiness. You've got to find what it is that's going to make you happy. It's a short life and you don't want to spend that entire life doing something and working on things and doing things that aren't going to make you happy. That's what it all comes down to.



What do you believe are building blocks that go into success in terms of personality, work ethic, expertise, capacity, those kinds of things?

Which of those things do you think are necessary for success?

It's all necessary. There is no overnight success. Unfortunately the Internet is inundated with the get-rick-quick crowd. It's human nature to not want to have to work to be successful. Don't feel bad if you've ever bought a product or seminar or something that said you could make fourteen thousand dollars a night at home sitting around

in your underwear with just pushing a button. Those people create products and things specifically to try and leech off of that dream of people's getting rich without work.

The truth is that it doesn't happen. It does happen to one person out of every million; they win the lottery, they inherit the money, they just get successful because of they didn't do anything. But for ninety-nine point nine, nine, nine, nine, nine percent of us it's about the hard work that you put in.

I like to say I'm an eighteen year overnight success. I've been at this Internet thing for over eighteen years now. The first five years I worked twenty hours a day. After that it got a little bit easier. After the next five years it got a little bit easier, but there's no doubt that it was tons and tons of hard work to get where I wanted to be. The sooner you give up on the, "I'm going to make money overnight without having to work," the sooner you'll be on a faster path to success.

However, I will say this; the way the Internet is now, there's never been a greater time in the history of the world to be able to create a brand and to build an online business and have success sometimes in twenty-four hours or less or even less than that.

You can go on to create an online course about the topic you know a lot about, put it online and go into social media and start telling people about it and start making sales within a half an hour or fifteen minutes of creating the course.

Before the Internet you couldn't do that. You'd have to spend millions of dollars on advertising to reach people and twenty to thirty years to build the brand. Now anyone can do it. The question is, "What's your pain level and how much effort do you want to put in to actually make it happen?"



I've noticed as well just how the Internet makes it not easy but easier than it ever has been before.

I love that. I love being able to sit in my house and do my work and do it when I want to do it and the way I want to do it and be successful with it. You are a believer. Most people haven't gotten into that yet. That's good for people like you and me because we're able to lead the way by creating podcasts and doing things.

So many people still don't believe it because they were taught that it's not possible or they believe that everything online is a scam. That's good for us because they're not going to go out and do it.

But if you really want to have success, your pain level's at a high level, this really is possible if you do it the right way. It's not going to happen overnight.



I have friends who are older than me who not get what I'm doing and think I'm nuts. They can't believe I

don't have a "real job," as they would say. They just don't get it. They don't see the resource and they don't see the potential in it.

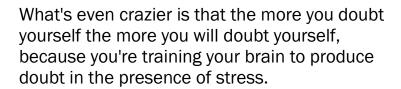
Yeah, until you're very successful and you're living the lifestyle that you want. Then they're going to look at you and go, "He's got it right."

That's what happens. But not for most people. They go to work every day. They ask me, "What do you do, Jim?" or I meet somebody the first time they and say, "What do you do?" I say, "I write books, I speak, I have Internet businesses, I'm my own boss." They're heading off to their job in their suit and they're like, "Oh man, this stinks." They're like, "Man, that must be great." Yeah, it's great!

The law of "act as if"

Owen Hemsath

As a burgeoning entrepreneur, the biggest enemy you'll face is your own doubt.



Let's unpack this idea.

Your brain is full of receptors connected by neural pathways. Each time you repeat a certain activity or thought, the connections between receptors get stronger and stronger.

You get nervous and grab a cigarette: stronger connection.

You feel stress and start to doubt: stronger connection.

This is why overcoming habits and addictions is so challenging. You've got these neural pathways that your brain recognizes as your *preferred* way of handling a given situation!

Your doubt is a habit.

The only way to break the doubt-habit for good is to reprogram the neural pathway. You do that by replacing the old activity with a new activity.

In other words, when you start to doubt yourself you've got to instantly snap yourself into a new way of thinking.

This is my favorite mind-hack.

I call it the Law of "Act As If."

This Law requires that I act as If I've already accomplished the task that I'm doubting my ability to achieve. If my brain believes I've already achieved it then it has no reason to doubt anything!

So when that doubt starts to creep in, I act as if I've already made the deal.

When I start to get nervous, I act as if I've already earned the big bucks or toured the country speaking.

In my head, I run myself through a scenario where I'm living the life that's laid out on my dream board. My body naturally follows suit.

My shoulders rise.

The fear melts away.

My heart slows down.

My muscles feel strong.

In that state of mind I can accomplish anything.

I try to get into that state as often as possible, but the real trick is learning to recognize when you need it the most.

It will be different for everyone and you have to be honest with yourself. You have to recognize when you're feeling doubt. You have to recognize that familiar sense of failure that starts to creep up on you and causes paranoia to take hold.

This is where you're ready to activate the Law of Act

"As If" and dominate the task at hand.

So go dominate.

TRADE-OFF: Good now or great later?

Carey Green



Now that I'm an entrepreneur I'm re-learning a life lesson my Dad taught me long ago. It's a concept I've also learned over and over in 20 years of Pastoral ministry.

Here it is:

Most great or worthwhile achievements happen because somebody makes a trade-off.

There are tons of inspiring examples of people who understood and practiced this principle. Thomas Edison <u>traded sleep</u> for a higher level of productivity. That's how he was able to invent so many things that have changed the world for better.

As I've been engaging in the hard work of developing my own income streams, keeping a ministry blog and podcast alive, and spending adequate time with my wife and kids. Like you, I've come to see that I have to make trade-offs again and again to get to the place I want to be.

But there are 3 main things I've got to get straight in order to really make a trade off that will count long term.

1. I have to admit that I don't like making tradeoffs.

The world we live in is steeped in a "right here, right now" mindset.

It's hard to convince people nowadays that there are things worth waiting for, things worth sacrificing for. At the very least many people settle for average instead of striving for better.

They seem to think, "Yeah, I could work harder to achieve something great, but the way things are now is good enough."²⁰

Yes, things may be good...

but they are not GREAT.

None of us are put on the planet to simply be "good enough." We are meant to maximize what

²⁰ For too long I lived this way. I wonder how much of my life was truly "wasted?" But, I'm learning my lessons, which makes me think it wasn't really a waste.

we've been given (<u>Matthew 25:14-46</u>) and make the most of every opportunity (<u>Ephesians 5:16</u>).

That doesn't mean we become imbalanced workaholics who can never say, "No."

It means we have to adjust our thinking. We have to change what we believe about who we are and why we are here.

We are not here to:

- Eat drink and be merry, for tomorrow we die.
- Do crazy, stupid, foolish things because, you know, YOLO (you only live once).
- Enjoy ourselves.
- Get more stuff.
- Build a name for ourselves.

We are here to utilize, maximize, and put into practice everything we've been given so that we make a difference in the lives of people.

That may happen through an intentional conversation with an aim toward encouragement

It could happen through an expertly designed product that makes someone's life better.

Whatever it is for each of us, God has wired us to do it uniquely, and He expects us to make the trade-offs required to see it done.

2. I have to understand what the trade-off really is, and what it requires.

There are some universal, fundamental truths that underlie the trade-off.

They are true for everyone, everywhere, at all times.

They are "rules" that very rarely have exceptions, and no, you are not one of those exceptions.

Here are 4 rules to the trade-off

- "Good" is not good enough when you've been created to reach "great." "OK" in the here and now is often the enemy to getting to "excellent" later.
- Great does not come to you, it is accomplished through God-inspired, diligent, sweat-of-the-brow hard work.
- Greatness is not something that happens to you, it's something that you achieve.

 There are some things that should never, ever be traded for the sake of work or achievement (<u>family</u>, integrity, etc.)

Don't hear me saying that personal greatness is my goal.

What I am saying is that if I am to accomplish all that God intends me to accomplish, then I am going to have to work. *Hard*.

I am going to have to think long-term goals, instead of short-term gratification.

I am going to have grit my teeth, knuckle down, turn off my email and internet, stay up late, and simply do it - because it is my *responsibility* to do it.

And when I finally reach "it", it will be glorious.

3. I have to learn how to keep my head on straight.

Getting into a trade off mindset can easily create an obsessed person.

Folks who do become obsessed also become impossible for others to enjoy - because all they can talk about, think about, or be about is the thing they are obsessed with.

That's not what I'm recommending.

What I am saying is that without the right goals in mind, I'll make all kinds of imbalanced tradeoffs that will hurt more than help. So I've got to know what the right goal is, before I'll be able to think rightly about the trade-offs it's going to require.

<u>Dave Ramsay</u> addresses this in what he calls "the momentum theorum".

The INFINITE (God), times FOCUSED INTENSITY, over TIME, equals UNSTOPPABLE

For my own sake, I've changed the word "infinite" in Dave's statement to "God/Calling" - because if I'm not working toward a God-given calling, not only will it not be worth it, I also won't have the motivation to follow-through on it.

On top of that, I won't be willing to trade the temporary things I have now for the more important, eternal things that will come later.

I have got to be clear and convinced that what I'm headed toward is what God has designed me to head toward.

How clear are you on that in your business/life ventures?

Dave's phrase, "Focused Intensity" is a good one. It describes what is needed both in attitude and in action when it comes to carrying out goals.

I've got to stay focused and I've got to be intense about it (*ready and willing to make trade-offs*). I see it as repeated acts of "faithful obedience" to the calling I've been given.²¹

Practically that means that God is the one guiding me to make the right trades for the right reasons.

Are you staying intensely focused on what you've been called to do?

The phrase "over time" indicates that very few things that we accomplish in life are instantaneous successes. It fits well with what I've been saying because I'm already talking

²¹ Think about walking to a destination. How do you get there? Consistent, small steps, one after another. You may become tired, or want to turn around, but if you're going to get where you're going, you have to keep moving.

about getting to "great" later rather than "good" now.

This is the hard work part. It's when we persevere, gut it out, keep at it, and never give up until we begin to see the results.

How are you doing here? Are you persevering through the hardships and struggles or are you about to give up?

Unstoppable momentum means this: If I am truly called and am being faithfully obedient to that calling, and faithfully continuing in that over time then the result will be unstoppable momentum.

That's because I'll be tracking right along with what God Himself has intended all along. He's the Architect at the outset and the Power plant throughout the process.

People like <u>Michael Jordan</u>, <u>Walter Payton</u>, and <u>Ozzie Smith</u> understood the basics of the trade-off. They are the type of guys our culture tends to laud as noble and worthy examples.

And help me out here, what were those guys trying to accomplish? They wanted to be the best at a game.

A Game.

A GAME.

What are you called to accomplish? My guess is it's much, much, much more important than a game.

In fact, I KNOW it is.

You can do it. You have to do it. The world is waiting for you to do it.

Understand the trade off.

Get your head on straight.

Overcome the obstacles.

Where do you see yourself in this progression? What do you need to change to make the right trade off?

QUICK TIP:

"Important things are hard to do.

Obsession supports hard accomplishment."

Credit for this one goes to

Cal Newport

Recommended

SUCCESS

VIDEOS

- The Road to Success (6:22)
- The Top 10 Mistakes Entrepreneurs Make
 - Guy Kawasaki (1:23:57)
- The Secrets of Business Success
 (1:05:43)
- The 4 Keys to Business Success Brian
 Tracy (4:46)
- Sir Richard Branson's Tips for Business
 Success (6:24)
- How To Build a Great Company with Steve Blank (1:07:28)
- How to Define Success Zig Ziglar (
- Success, Failure, and the Drive to Keep
 Creating Elizabeth Gilbert (7:18)

•	Becoming a Successful Entrepreneur - Kevin Plank (20:24)

Recommended

SUCCESS

PODCASTS

- Doing What You Want AND Making Money (with Donna Krech)
- Online Business Success Stories from People who Don't Teach How to Make Money Online - pt 1 - pt 2 (Pat Flynn)
- Secrets of the Millionaire Mind (T. Harv Eker)
- Increasing Your Potential to Grow Your
 Success (Dr. Frank Niles)
- <u>Using Mastery to Grow Your Success</u>
 (Robert Greene)
- Seth Godin's Start-up School
- Lewis Schiff's Road To Success
- <u>5 Tips To A Successful Start-up</u> Dane
 Maxwell

• Steve Jobs lost interview 1990

Before you wrap up the book, let me introduce you to the great folks who gave so much to make it happen...

ANDREA BELTRAMI

As I've poked around Dre's website and interacted with her in various social media



platforms I've come to learn a couple of things about her.

Dre loves life and she has a heart to help people. I really like that.

She's into branding, design, and all kinds of great looking stuff. You can see her portfolio here -

http://thebrandedsolopreneur.com/portfolio/.

If you want to check out more of Dre's stuff or connect with her, you can do that at her site http://www.TheBrandedSolopreneur.com

STEPHANIE CALAHAN

Out of all the people featured in this book, Stephanie is one that I've



known the longest, and we've never even met in person.

I met Stephanie through the <u>Christians in</u> <u>Business community</u> on Google Plus and found out pretty quickly that she's a gem.

You talk about enthusiasm, energy, and desire to live life positively and powerfully - you've just described Stephanie.

Stephanie is a business coach and consultant, working with people of all stripes - entrepreneurs, coaches, consultants, authors, speakers - you name it.

From what I've seen, Stephanie knows here stuff and can probably help you with yours.

Find Stephanie at her website www.StephanieCalahan.com

JULIE CORACCIO

As I've gotten to know Julie a bit I've found her to be a very eager and energetic



person. Every email I've received from her has been laced with encouragement.

Julie a professional organizer and writer, and serves as an individual and group coach as well. She loves to help people lead a more joyful and fulfilling life.

She has a <u>podcast</u> and <u>Youtube channel</u> which you might enjoy checking out.

Find Julie through her website at www.ReawakenYourBrilliance.com

ERIC ENGE

I see Eric all over the internet, especially Google Plus. He's a really quality, knows-what-he's-talking-about guy.



Eric is the CEO of <u>Stone Temple Consulting</u>, a 45+ person SEO firm with offices in Massachusetts and California.

Eric Enge publishes on a regular basis, including regular columns on <u>The Digital Marketing</u> <u>Excellence Blog</u>, <u>Forbes</u>, <u>Search Engine Land</u>, and <u>Copyblogger</u>. Eric is also the lead co-author of "<u>The Art of SEO</u>", along with <u>Stephan Spencer</u>, <u>Rand Fishkin</u>, and <u>Jessie Stricchiola</u>.

Eric also speaks at many industry conferences, including: Search Marketing Expo, Pubcon, ClickZ Live, Search Engine Strategies, State of Search, MNSearch, and many more.

You can connect with Eric through his company website: www.StoneTemple.com

MARK EVANS, DM, DN



I know Mark from working as producer on his podcast, "The Real Estate Power Hour." Mark's a go-getter, think-it-through, work-smarter-not-harder (unless you have to) kind of guy.

Mark's also a world traveler and 8-times bestselling author who helps people change their mindset, get off of life's over-crowded treadmill, and finally discover the freedom to enjoy the dreams they've been delaying until retirement.

You can find out more about Mark and the business success he's had at www.TheRealEstatePowerHour.com

SUSAN FINCH

Susan. What can I say about Susan?

She's been in business since 2001 and has loved it ever since.



She works with clients on their social media strategy, writing, and management, and has recently become a "wingman" for podcasts and live on-air events. That includes providing all the graphics for the event, testing, launching, recapping through writings and annotations, and repurposing the event for use in other ways. social media campaigns and content strategies

Wow!

Connect with Susan at www.SusanFinch.com

CHERY GEGELMAN

Chery is a very gracious, wonderful human being. She's an ex-pat, which



means she is an American living outside the U.S.A.

She says that she was once a frustrated visionary that learned how to instigate and lead system-wide change from the middle and the edge of organizations.

Now she's the President of Giana Consulting. She speaks and consults with people and organizations that are learning to lead through change to growth.

Contact Chery at her website to find out more.

CAREY GREEN

It's my turn. I do lots of things in life, but in terms of business all of my ventures are one the internet. I teach people how to build streams



of side-income revenue to supplement their existing income or build a business that can take over and surpass their current income altogether. I do so through coaching, minicourses, writing, and sharing the insights I've learned through my own entrepreneurial adventures. That includes email marketing, course creation, outsourcing, business systematization, habit formation, and more.

You can see all about that at http://www.SideIncomeAcademy.com.

I also run a growing <u>podcast production</u> <u>service</u> and write books (see the back of this book). You can contact me at<u>www.CareyGreen.com</u>

RYAN M. HEALY

Ryan is a direct response copywriter. But from what I've learned that's an understatement.



Ryan is the most referred direct response copywriter on the internet. He writes sales letters and emails, and has discovered what really works to bring in new customers and bigger profits.

Since 2002, he's worked with 150+ clients, including major financial publishers like Agora Financial, Lombardi Publishing, Dent Research, and Contrarian Profits. And he's also worked with well-known marketing experts like Alex Mandossian, Terry Dean, and Josh Bezoni.

Ryan has also done quality control on tens of thousands of PPC ads for dozens of major companies, including Pottery Barn Kids, GEICO, Dell, Vitamin Shoppe, 1800PetMeds.com, KAYAK, Angie's List, ADT, Iberostar, Zazzle, and Ask.com.

Visit Ryan online at www.RyanHealy.com

OWEN HEMSATH

Owen Hemsath is the president of <u>Videospot</u>, an online video marketing agency in San Diego.



Videospot creates video strategies that convert viewers into sales.

Owen has been hired as a media consultant for celebrities and he's worked with business owners from all levels and industries. He believes that marketing is about creating content that people love, not fancy swirls or whiz-bang special effects.

Connect with Owen at www.thevideospot.net

PHYLLIS KHARE

If you spend any time in the business communities of the social media platforms, you've probably heard of Phyllis.



She has learned how to be a great social media manager with all different types of entrepreneurs and is full of stories and adventures in teaching and training these high-powered people.

She's a member of Best Keynote Speakers and has written and presented for some of the largest social media blogs and events like <u>Social Media Examiner</u> and <u>Marketing Profs</u>.

Connect with Phyllis at www.PhyllisKhare.com

JIM KUKRAL

Jim is a no nonsense, lifestyle business entrepreneur. He does what he does to be a benefit to people and create the



lifestyle he wants for himself and his family.

For over 16-years, Jim Kukral has helped small businesses and large companies like Fedex, Sherwin Williams, Ernst & Young and Progressive Auto Insurance understand how to build up their online business presence and leverage social media.

He's an innovator, author, podcaster, and was recently named one of "The Most Influential Small Business People on Twitter" according to Dun & Bradstreet.

Connect with Jim at www.JimKukral.com

NICK LOPER

Nick Loper is an author, online entrepreneur, and lifelong student in the game of business. His latest role is as Chief Side Hustler at



SideHustleNation.com, a growing resource and community for aspiring and part-time entrepreneurs.

He's done online affiliate marketing and a handful of other experiments to turn his sidehustle into a full-time gig.

He used to work full-time for a giant corporation, but built his business nights and weekends and believes you can do the same thing.

Connect with Nick at www.SideHustleNation.com

ANDE LYONS

When I think of Ande, I think of one positive person. I've never seen her type a critical word communicate a negative tone. She's a true encourager.



In just 2 ½ years Ande grew this online business from Zero to over 35,000 website visits/month. She also created a vibrant, highly engaged social media presence across all the social media platforms, provided 58 advice videos, launched a popular Radio Show with over 70 episodes, and produced over 50 lively TV shows via Google+ Hangouts On Air.

Her earlier companies include venture-backed College Broadcast, a broadband media portal that attracted over 50,000 viewers per day, and Goddess Granola, a gourmet food product she took - in less than two years - from recipe to manufacturing, branding and distribution in 27 states.

Ande is enjoying a well-balanced life (*really!*) managing her growing business while raising two wonderful boys with her husband.

Connect with Ande at www.AndeLyons.com

SHAWN MANAHER

Shawn is a genuine guy who works hard every day. I know, I see him doing it consistently online as Lintera



consistently online as I interact with him and his team.

Shawn owns several businesses that focus on marketing for businesses, individuals, and authors. He's also got a <u>new website</u> - Sidepreneurs - and a podcast by the same name that you should really check out.

Connect with Shawn at shawn@bookmarketingtools.com

KENNETH MANESSE, SR.

I've heard nothing but good about Kenneth from the time I got involved in online



business communities. He's a great guy who's always eager to help.

Kenneth focuses on helping micro-preneurs and entrepreneurs who are struggling through the wisdom he's gained in over 25 years of business experience.

Kenneth is an author, certified small business coach, strategic leader, management specialist, DiSC personality profile facilitator, speaker, and consultant.

Connect with Kenneth on LinkedIn at https://www.linkedin.com/in/kennethmanesses
r or Google Plus here - https://plus.google.com/+KennethManesseSr/

JOHN RAMSTEAD

I had dinner with this guy a few months before this book published and I was moved and encouraged by his story.



John has been a fighter pilot (you know, Top Gun type stuff) and a raging success in business as well. Until something dramatic happened. He was dramatically injured in a horse riding accident that threatened to take his life. It is a miracle that he's even alive. Ask him about his story and you'll see what I mean.

But alive he is, and working diligently in spite of the lingering effects of his injuries to provide executive coaching to entrepreneurs who are looking for more meaning than just making money and building companies.

You can find out more about John at his website: www.EternalLeadership.com.

TOM ROLFSON

Tom is one of the guys I was able to connect with via video. I was amazed to see how long we'd been on the call. Tom was great to connect with.



Tom's a serial entrepreneur, investor, producer, and marketer. He's one of the first to dive in to ideas that others only talk about.

I guess you could say Tom is an innovator. He pioneered taking the first bulletin board technology and putting it into commercial use. He's worked with the U.S. Secret Service, created social media networks, created the first systems to sell concert tickets online, and has created and sold dot com businesses.

Tom's a wealth of knowledge and a generous man.

The best place to connect with Tom is on Google+ - https://plus.google.com/+TomRolfson

MARTIN SHERVINGTON

Martin is an all-around great guy. He's a Google+ whiz and runs a number of



communities and businesses that focus on helping businesses maximize their presence and impact through the G+ platform.

Martin's got degrees in law, business, and organizational psychology and is a Master Practitioner NLP. He's spent almost 20 years working as an executive coach, business consultant and marketing psychologist.

Connect with Martin at www.MartinShervington.com

LANY SULLIVAN

Lany is a sweetheart always encouraging and cheerful in every interaction.



She's a multi-talented entrepreneur, business coach and consultant, with a passion for building, training, and shaping sales teams to achieve the company's goals.

Lany thrives on taking her skills, enthusiasm, and creativity directly to the businesses and professionals who can most benefit from them. She is a teacher, a coach, a consultant, community leader, creator, promoter, and goal achiever.

To find out more about Lany at her website, www.LanySullivan.com.

TOMMY WALKER



Tommy is one of the bigwhigs over at the well-

known internet site <u>www.Shopify.com</u>. where he serves businesses in optimizing their websites for optimal sales conversions.

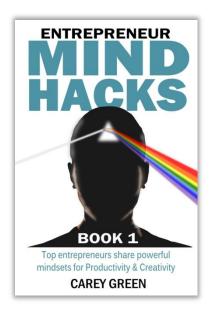
Tommy's also the host of "Inside the Mind" a fresh new show about Online Marketing Strategy.

Connect with Tommy through is Google Plus profile-

https://plus.google.com/u/0/+TommyWalker1/about

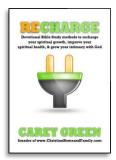
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