Where Entrepreneurs Go To Connect

iNETrepreneur MAGAZINE

2019, Fall Issue

What Rich People Do That Other People Don't

With Loral Langemeier

Emerging Industries

You Should Be investing in Now!

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Welcome to the second edition of iNetrepreneur Magazine!

First, I want to thank everyone who has been a part of Network Together, the growth we have experienced, and the creation of this magazine. None of this would be possible without the loyal support of our members, guests, and facilitators who faithfully run and attend each of our weekly meetings.

This quarter's issue features Loral Langemeier on the cover. Her specialty is creating millionaires. Our editor, Brian K. Wright, interviewed her and they discussed a lot of great topics, including how she became a millionaire, the importance of Yes! Energy, habits of rich people, emerging industries to invest in, and much more.

This issue also features an article by Guerrilla Publicity Expert Jill Lublin, who tells us about the secrets of successful connecting. Many people do it wrong, and Jill gives us actionable ideas that will help anyone stand out in their attempt to meet and connect with others.

Next, JV expert Jay Fiset explains why entrepreneurship is hard and is not for everyone. He gives us three fundamentals that can significantly increase our opportunities for success, and some specific communities to join that can help you connect with like-minded people.

Other articles in this issue include the relationship between storytelling and marketing, how having high energy increases productivity, how to decide what corporate entity to park your business in, and so much more.

I hope you enjoy this issue as much as my team and I enjoyed putting it together.

To your success,

Robert W. Jones

Founder, Network Together
Publisher, iNetrepreneur Magazine

What Rich People Do That Other People Don't

-by Brian K Wright

I had the honor of interviewing Loral Langemeier, whose specialty is creating millionaires. We discussed a lot of great topics including how she became a millionaire, the importance of Yes! Energy, habits of rich people, emerging industries to invest in, and much more.

Brian: Loral, tell us about your background. You've got a very rich and diverse history.

Loral: I grew up in a typical middle class cool farm family in Nebraska, and I had lots of siblings. But I always knew there was something different. I didn't get along with routine, so I always challenged the norm.

At 13, I had my first little job mowing a cemetery lawn, and at 17 I got the book ***Think and Grow Rich***. That was my identifier and it made sense to me. I got a finance degree instead of a law degree, and I then went on to get a masters in exercise physiology.

I took those two degrees, and I put them together, and I started building fitness centers for the blue collar corporates. So I was in corporate fitness and wellness in the late '80s. And by the age of 24, I had a huge contract with Chevron to build 272 fitness centers on offshore oil rigs. I moved to New Orleans, and I flew around in helicopters and sea planes for three years. Then I landed a big corporate job with Chevron and that was my first job, which was like prison.

I worked out of San Francisco, then, for several years. In 1996, I said, "I've got to get back to finance and what I know about money." After that, I met Robert Kiyosaki and Sharon Lechter, and I put Cashflow on the map. I was a master distributor that game, and that got me back to my finance side.

Then 1999 I got pregnant, and I was going to be a single mom because the father didn't want to be a dad. I had my son Logan, who's now 20, and became a millionaire in six months. I had some assets, but I just didn't have the sequence or the plan. Things were a little chaotic. I had heavy debt, and I just didn't know how to put it together. And I can tell you when I got the right mentor, I got committed to fixing it. I was a millionaire in six months in 1999, and the rest is history.

I knew that my ideal client is somebody who actually is not in a lot of pain. The really broke people should go to Suze Orman and Dave Ramsey. But if they're really motivated and broke, then I am your person. I teach money in a very straight way. I teach you how to be a millionaire. I show you how to use debt properly and how to invest off Wall Street. I just love teaching, and I will do it probably until the day I die.

Integrated Wealth Systems is our new brand, and I'm going to talk about the systems in my team that helped me and continues to help my clients become millionaires in three to five years. That's our promise.

Brian: Absolutely. In order to help someone become a millionaire that fast, they have to have a lot of Yes! Energy. That's important to you, isn't it?

Loral: Oh, they have to have Yes! Energy. When I got that opportunity to move to New Orleans with Chevron, I didn't know how to build fitness centers on offshore oil rigs. I had another yes moment with Sharon Lechter and Robert Kiyosaki. They said, "Do you know how to distribute a game?" I said, "Absolutely." So true yes moments are when you actually don't have a clue what you're doing.

Brian: Right.

Loral: Here's why people miss yes moments. It's because when an opportunity comes, people process through their filter of, "Can I do it?" And it's not about you doing it. It's about you leading it. Can you find the people who know how to do it and be the leader of this team? There is your trillion dollar tip in becoming wealthy.

Over and over, I see opportunities. I bought cannabis land, and I had no idea how to open a dispensary. And even to this day I don't know all the nuances of it but, boy, do I have a great team. And I up-level those teams as I go. I think there's a couple of lessons: one, find the people quickly. And if you happen to make some mistakes in finding some wrong ones, then find a way to up-level and move from those relationships to other relationships quickly.

And Yes! Energy, is not about not failing. I think a lot of people think yes always means right or just successful. I'm going to say right, but successful. I have failed many times, but I don't code them as failures. I just code them as interesting lessons such as, "Okay, that didn't work." Bill Gates says it the best, and he doesn't even put any words on it. He said, "I just throw a whole bunch of spaghetti on the wall, i.e. ideas, innovations, different things. And if they work, they work."

Brian: Yeah.

Loral: I do that all the time. I have a lot going on, and some of it works, and some of it doesn't. That doesn't mean I failed. It means that didn't work for now. And notice all that languaging, "It didn't work for now." That doesn't mean it won't work next year or it won't work a different time. I think, Brian, many people have just one thing going on, and they get very focused. Because remember how we're trained, right?

Brian: Yeah.

Loral: We're trained to be occupational people. Because people are occupationally trained, they say, "Well, I went to school to be a CPA. I can only be a CPA." No, you can do all sorts of things. You could be a CPA for real estate people. My CPA is a CPA specializing in cannabis, cryptocurrency, gas, and oil. You get to be whatever you want to be as you become an entrepreneur. But I think that so many entrepreneurs fail because they are trying to do the one thing they think they're good at. And I think there's a lot of teaching in the world that's wrong about that: "Find the one thing you're passionate about, and you'll make money." No, you've got to be a damn good entrepreneur to make money.

Brian: Absolutely. We're talking about becoming rich. What are some habits that rich people have that other people do not have?

Loral: You have to make money, then keep it, so you've got to have a corporate structure. I always say, "Companies make money. Individuals get taxed." As a high-income earner or a sole proprietor, number one, you have no protection and you pay the highest taxes. One of the partners controller's is in this magazine with us. Scott and Mike will give a complimentary review of should you be an S corp, a C corp, an LLC, a limited partnership, or a trust? What should you be, given how you make money and what your goals are? If you have goals to be international, then we are going to set you up differently. If you have goals to just stay in your state, that'll set you up differently. So there is an assessment. It's not about going online and getting incorporated for $99.

Do it right. As wealthy people, we make money inside our company, the right company.

Then we also put our money away. We use IRAs, solo 401ks, and Roths. We put our money into very protected structures. Then we get our money to work. Paying yourself first isn't putting your money in a little savings account for two cents. Pay yourself first for a wealthy person is get your money to work in a real estate project. I have my real estate team out here that you'll get introduced to, Flip Wall Street. Get invested where you can hedge out of the market.

The biggest three reasons why people don't get rich are they don't do it inside a corporate structure, they don't have any qualified plans, and they don't get their money to work as an investment quick enough. Those are usually the top three that wealthy people do immediately.

Then the transition, Brian, from making it to keeping it, is you have got to get help. That team is critical, and even if it's a personal assistant, somebody to schedule your appointment, somebody to do your home chores. It's critical that you stop doing it yourself. Getting a web designer. Why are you doing your own Facebook? You're no good at it. Why are you doing your LinkedIn profile if you don't know how to do it? They are experts. I wouldn't do a magazine. Why would I try to duplicate what you already know how to do? It'd be crazy. I just go to you. You already know how to do radio. If I want to do a radio show, I'm going to you. Could I sit around for three months and figure it out? Yes. I'm smart. But I say that very candidly, Brian, because it's critical that people who are reading this realize that all the things they're doing are keeping them broke. They need to lead, not do.

Brian: Absolutely. We talk about having people have their money work for them. I think society teaches us that there are certain things they should do, but you tell them not to. So what do millionaires not do with their money?

Loral: Pay down debt, or even paying down cheap debt. Debt is a cost of money. Wealthy people use debt smartly. If you have debt that's at 3%, 4%, even 5% through real estate or flip, for example, and if you know you can make money for 10, 15, 20%, why would you pay down 5% money? We're taught so poorly and most people think, "I've got to get debt-free, and then I'll learn to invest."

That is totally the wrong structure. You make it. You start investing. Then after you start investing with a cashflow, then you pay down debt. Let's just use a $24,000 car loan as an example. Let's say that loan is for 2%.

Instead of paying it down to have a car, which is a depreciating asset with cheap money at 2%, put your $24,000 to work. Call it 10%. Say you do a real estate note in the first position. Now you've got $2,400 a year. Divide by 12. That's 200 extra dollars a month. You preserved your $24,000 and have $2,400 extra per year. Use the $200 to pay down more towards your car if you really want to get your car paid faster, but don't blow the $24,000.

Wealthy people would never pay off cheap debt. We would get our money working and using cashflow. Anybody in wealth building principles writes about it from Buckminster Fuller to Robert Kiyosaki.

Now, you're not going to read this stuff with Ramsey, Orman, and Bach. Those guys are going to say, "Pay down your debt." Well, by the time most people pay down their debt, you're 40, 50, 60 years old. You have blown so much time from being able to invest. You can't cycle out of it.

Brian: Exactly. I know that you're a big fan of diversifying your investments, and you are in some really hot emerging industries. What hot emerging industries should people be putting their money on right now?

Loral: At the end of our article, I want to give a link to a bunch of free gifts, and one of them is my ***Wealth Cycle Investing*** book, which teaches people about "Money Rules" in chapter four. One of the reasons people don't invest is because they don't know how.

Start with the basics. Start with a note. It's like a loan, but it's secured. Start with some real estate. Start with Flip Wall Street. With most people that are wealthy, their money rules are they typically don't loan to their friends and family because they just might as well do charity.

Now as far as the emerging fun industries that are coming, hemp is going to take the run of a lifetime. It's going to be an amazing industry. Digital currency is not a fad. It is here to stay. You've got to watch what you're doing out there. I've been heavily invested in cannabis now for two years, so I love that space.

The fastest way you're going to change your mindset and your relationship with money is you've got to hang out with us. Money loves speed. Money does not like slow analysis. You say, "Yeah,

I like to be thorough." Well, guess what? I have a whole team of financial analysts around. When you join our community and are part of it, you get to access these brains. Trying to figure it out all by yourself behind your computer at home is crazy.

Brian: Yeah.

Loral: I always love real estate and gas and oil. I became a millionaire, those were my big investments and I did them for a very long time. Then I got curious about businesses. People asked me before ***Shark Tank*** was on, "What do you do?" And I said, "I'm an investor." Now it's just easy to say, "I'm a shark."

Brian: Yeah.

Loral: Here's the fun one I just bought. It's called The Black Hole, and the site is www.TheBlackHole.com. It's a fan base for the Oakland Raider Fan Club, and it's a super cool group of people who are Raider fanatics. They're going to buy merchandise and memberships, and they want to be collectively together. We're organizing a very cool culture and group of people around the fan base of the Raider Nation.

Brian: Absolutely. And team is very important, too. You've already mentioned it before.

Loral: Team is essential. So inside, I'm going to speak to who's here in our magazine with us. I love MLM, so you're going to meet Eric who will teach you to sell somebody else's stuff. You'll have controllers put your money to an entity, and that's what Scott does. These are just a couple of examples of the types of people who can help you build your wealth. Do not keep doing all this alone.

Brian: Exactly. Any final thoughts as we wrap this up?

Loral: You spend money every day, so why isn't money part of your thinking and education every day? Get committed to learning about it, and say, "What do I need to know to really understand money?"

Go to www.justmetloral.com, and there's a whole bunch of free gifts for you. There's kids education, parenting education, and several books that I wrote that are bestsellers and will help you depending on where you are. Some of you might be a millionaire and you don't know how to invest properly, or you're paying too much taxes. Some of you might be at zero and you've got to start over. So wherever you are, just start.

Brian: Absolutely. Thank you so much for being here, Loral. It was so awesome having you here.

Loral: Thank you, Brian.

Loral Langemeier is one of today's most visible and innovative money experts. Because of her tenacity and absolute confidence in what she teaches, Loral is one of only a handful of women in the world today who can claim the title of "expert" when it comes to financial matters and the making of millionaires. She accelerates the conversation about money, sharing how to not just survive this economic climate, but to succeed and thrive.

She is the best-selling author of the Millionaire Maker series and Put More Cash in Your Pocket, as well as a leading entrepreneurial speaker and the CEO and founder of Integrated Wealth Systems, a multimillion-dollar company.

Loral has appeared on live stages and television programs ranging from CNN, CNBC, The Street TV, Fox News Channel, The Dr. Phil Show and The View. She has been featured in articles in USA Today, The Wall Street Journal, The New York Times, Forbes Magazine and was also featured in the film "The Secret."

The Secrets to Successful Connecting

-by Jill Lublin

Connecting is the art of building relationships; relationships that last. It's the forming of bonds with people that can grow into deeper, closer, more meaningful relationships.

Making close connections is essential because people prefer to work and interact those with whom they feel connected. They share common interests, feelings, values, and beliefs. They trust them and want to help them more. Instead of concentrating on closing one-time sales, work to build close, long-term connections that will endure.

Be honest and build trust. Exaggerating and falsifying may help produce quick sales, but over time, they will do you in. Overstating and failing to deliver as promised kills relationships because customers want what they were promised. Few will continue to conduct business with those who have not kept their word. Not delivering precisely as promised is the best way to ruin your reputation and brand.

To create solid connections, follow these suggestions:

- Perfect your art. Deliver top quality. Do what you do excellently, as well as it can be done. "There is no substitute for quality," T. Harv Eker states. If the quality you provide is outstanding, you don't have to do lots of networking. People will network for you. They will tell others about you and recommend you. People love to refer others to those who provide the top quality." It makes them look good.

- Stick to the facts. It's easy to exaggerate and promise more than you can deliver, but it doesn't pay. Be honest. Connect with potential customers by telling them the results your goods and services have achieved. Better yet, document the results, put on demonstrations, and show them proof. Provide them with endorsements from satisfied customers; take them to sites to your goods or services in operation with other customers. Then explain to your prospects exactly how you can help them.

- Don't promise too much — especially if you may not be able to deliver. Be completely honest. It's better to lose a sale and stay on good terms with the prospect than to land the sale and subsequently alienate the customer. If your honesty costs you a deal, think of it this way: the customer may remember your truthfulness and call on you again. However, if you over-inflate or fail to deliver, your future with that prospect will be doomed, over, kaput. Plus, aggrieved customers tend to tell their friends about their dissatisfaction — especially when they feel they were intentionally deceived.

- When you're looking for business, offer your goods or services at an attractive price. Be fair and don't gouge; build trust. Give potential customers a price incentive for giving you their business. When you have performed well for them, you can use them showcase to sell future customers. You will also have forged connections with satisfied customers who will give you repeat business and recommend you to others.

Ask satisfied customers to give you endorsements or letters of commendation.

Have them write on their letterheads how excellently you performed. Post the commendations on your Web site, hang copies in your office, and keep them in a scrapbook that you can show potential customers. Insert them in your brochures and sales materials.

Your outlook

Remember back in school how different personalities emerged and distinguished themselves. Every school had characters such as the nerd, the rocker, the jock, the babe, and the brain. Yet the one we tend to remember most fondly is the clown.

We all noticed the clown because he made us laugh. He connected with everyone through his humor, by making everything funny. The clown could make the most ordinary situation, the gravest circumstance, and the blandest personality absolutely hysterical. During the darkest moments, his quips broke the tension and lightened the mood. Humor was his focus, his outlook, his forte. His wit was what distinguished him and how he connected.

Great networkers also have a special outlook. Like the clown who instinctively looks for humor, networkers are programmed to connect people. Great networkers constantly try to meet new people, learn all about them, and link them so that they can build close, mutually-beneficial relationships.

Distinguish yourself and boost your business by developing a connecting attitude. Be pleasant, friendly, and fun. People like to be with and do business with those they like, not with grouches.

Train yourself to be a connector; develop a connecting frame of mind by constantly thinking in terms of whom you can connect. Here's how to proceed:

Make two lists:

- List people you would like to meet.
- Create a plan to meet your targets. Identify those who could introduce you to your targets or people who could connect you to them.
- List what you have in common with your targets such as common:
- Friends.
- Businesses.
- Backgrounds.
- Interests.
- Values and beliefs.
- List people that you could connect with each other. List what they have in common:
- Friends.
- Businesses.
- Backgrounds.
- Interests.
- Values and beliefs.
- Create a plan to connect those individuals.

Connecting is addictive. When you make a strong connection, it's so satisfying that you can't wait to do it again. It's also rewarding because people are grateful for your efforts on their behalf. Successful connections motivate; they make you focus more on connecting and bringing more people together.

Since connectors are always trying to make matches, they become 'possibility people'. Possibility people explore, try, and make things happen. They push the limits and don't immediately accept "no" for an answer.

Possibility people stand out because they're optimistic and more likely to achieve. They also tend to be creative, resourceful, and inspirational. If you want to increase your business referrals, develop a connecting outlook.

Jill Lublin is an international speaker on the topics of Radical Influence, Publicity, Networking, Kindness and Referrals. She is the author of 4 Best Selling books including Get Noticed...Get Referrals (McGraw Hill) and co-author of Guerrilla Publicity and Networking Magic.

Her latest book, Profit of Kindness went #1 in four categories. Jill is a master strategist on how to position your business for more profitability and more visibility in the marketplace. She is CEO of a strategic consulting firm and has over 25 years experience working with over 100,000 people plus national and international media.

Jill teaches Publicity Crash Courses as both live events and live webinars and consults and speaks all over the world. She also helps authors to create book deals with major publishers and agents, and well as obtain foreign rights deals. Visit publicitycrashcourse.com/freegift and jilllublin.com

Why is Entrepreneurship so HARD??

-by Jay Fiset

You might question the subject of this article if you spend 5 minutes on Facebook reading and seeing images and stories of entrepreneurs being so joyful, profitable, and living an easy life while they hang out on the beach in Hawaii, helicopter to a yacht in the Mediterranean, or frolicking in the surf with their sexy partner.

These two things don't add up. So I want to do a quick reality check:

80% of entrepreneurs starting a business fail within the first 18 months.

30% of entrepreneurs suffer from depression compared to 7% of the general population.

These are just the cold hard facts, and don't get me started about the quality of their primary relationships and the connection with their kids. It's usually non-existent.

"Successful" entrepreneurs are notorious for not being there and having strained familial relationships. So what the hell is going on?

Clearly, there are many contributing factors but I want to zero in on a few. Entrepreneurs in today's world have been sold a dream that is fundamentally not true.

Some of the traits that make it possible for you to take the leap to become an entrepreneur, things like independence, resourcefulness, willingness to risk... all-powerful and meaningful abilities for entrepreneurs...also have a dark side.

The truth is that for most of us, our greatest weakness is our greatest strength turned up too loud. This is where independence turns into loneliness, resourcefulness turns into making things harder than they need to be, and willingness to risk becomes betting the farm. So what should an informed and savvy entrepreneur do to increase their odds for success and happiness?

Let's start with the truth.

I believe that the first truth that MUST be told is that entrepreneurship is NOT for everybody. The reality is that many entrepreneurs are simply not cut out to cope with the pressure, inconsistency, and self-motivation that is required to be successful.

The beliefs, traits, and characteristics that make an exceptional employee are not the same as the beliefs, traits, and characteristics that make an exceptional entrepreneur.

That may seem obvious, and yet time and again I encounter a successful employee who believes that they are ready to tackle entrepreneurship on their own. It's a recipe for failure and disaster.

The failure rate would drop significantly if people who are not equipped for entrepreneurship simply did not start!

Now if you are cut out for entrepreneurship, it is vital to recognize that it is still not a walk in the park and your most powerful business skill is self-awareness, an objective view of yourself.

For most entrepreneurs, their greatest weakness is simply their greatest strength turned up too loud. Entrepreneurs leaning too heavily on their strengths create blindspots that harm their business.

So how does someone become self-aware, leverage their strengths and counterbalance their weaknesses? It can be easier than you think and yet still far too uncommon.

There are three fundamentals and all of them fall under the category of support. Creating, accepting, and giving support.

Three Fundamentals for Entrepreneurship Success

- **Community:** Entrepreneurship is lonely and we all need a tribe of people who get and understand what we are building, as well as the trials and tribulations of pursuing our dreams. In that community, there must be people who are ahead of you who are willing to support you and people behind you that you give a helping hand to. This is a vital component and it creates real relationships

- **Mentorship & Training:** In addition to peers, we also MUST have an expert, a confidant, someone who has gone before us, and has created and accomplished what we are doing our best to build. A trusted advisor who can walk us around the landmines, pull us out of the quicksand and point us in the right direction when we are spinning and our internal compass is not reading correctly.

- **Technology & Tools:** What is fascinating about the abysmal entrepreneurial stats is that entrepreneurship has never been easier. Seriously, we have the tools, targeting, data, automation that 15 years ago did not exist and are entrepreneurial DREAMS!

We now have more data about our clients for free through Facebook than the big advertising agencies had that cost them millions to acquire not long ago. This includes micro-niching, pay per click, automated webinars, retargeting, affiliate marketing, Joint Ventures, strategic partnerships.

Your customers are out there, they are declaring their problems on social media and you simply need to get on their radar and solve their problems. It is true that technology can be overwhelming, but again that is where strategic support can make all the difference in the world. This is an ideal topic to lean into your community or rely on the experience of your mentor or coach.

While creating support through community, mentors, and technology are no guarantees that your entrepreneurial venture will succeed, it does stack the odds in your favor in a way that makes doing it alone seem... frankly crazy!

So where do you look for the kind of community that is right for you? There are many of them, but a few examples include:

Mastermind Talks: A super exclusive group created by Jayson Gaignard that I'm honored to be a part of.

Entrepreneurs Organization: (also known as EO) has chapters all over the world and a requirement of 1 Million USD in annual sales for each member.

JVology – The Perfect Mix of People Fun & Profit: that is dedicated to creating joy and ease through entrepreneurial and joint venture training.

Takeaways for New Entrepreneurs

Entrepreneurship can be exciting and amazing, and you cannot do it alone. As technology accelerates, human connections are even more important!

For most of us leaping into

entrepreneurship, it is going to get worse before it gets better. Do not let unrealistic expectations set you up for failure. Yes, it can be tough but there is a way through. Obtain support before you need it and don't be afraid to ask for help.

Jay Fiset is a best selling author, student of human nature, avid outdoorsman at 5 star hotels, speaks fluent smart ass, can see and reflect your life mission in 5 minutes flat, loves having 2 sons so he can play with their toys, still fantasizes about his wife after 30 years, loves ideas, but loves results even more, can simultaneously laugh and cry for different reasons at the same time, has never been star struck (but did not get a chance to meet Martin Luther King, and there would have been teenage girl screaming if he had).

Jay is the recipient of the Clickfunnels 2 comma club award for one funnel that generates over 1 million sales, has built multiple 7 figure businesses and in the midst of creating a groundbreaking business relationship building platform driven by AI.

He is dedicated to instigating a global movement of Conscious Creators and supporting people to organize their life and resources around their passions and gifts. Use the wisdom and failures of others to help you succeed with your business instead of thinking you are alone.

To learn more about Jay, visit http://www.jvologyroadmap.com

Find Your Voice: Why Speaking Is Important For Your Business -by Don McGrath and Jim Grant

Many studies suggest that we fear public speaking more than death! So, why do we feel that public speaking is important for you to grow your business?

Let's start with what we mean by public speaking. When people hear the term "public speaking" they often think of speaking to a stadium full of people like Les Brown or Tony Robbins might do. We've all seen it. It looks amazing, but that's a form of public speaking that most of us will never achieve.

So, what we are talking about. When we talk about public speaking, we are talking about any time you speak to a group of people, whether it be at a networking group, a workshop, a video on your website, on a radio show, or any other place. We are talking about any opportunity that you have to address more than one other person and move them to ACTION.

That's another thing. We are not talking about your ability to inspire people or motivate people. Inspiration and motivation are fleeting feelings. What we want is for you to move people to action...life changing action. That action may be to come talk to you to find out more about what you do, or it may be to take you up on a complementary gift. Whatever it be, your goal is to move people to take an action that has them engage with you in a more meaningful way, so that you can help them in a greater way.

You might be asking why you should speak rather than connect with people in some other way? Well, how long would it take you to meet with 100 people and have a conversation to convey what you do and how you can help them? My guess is that by the time you account for everything involved, you would spend hundreds of hours doing this. But what if you could do this all in the space of a couple hours? That is why speaking is such a powerful tool for you in growing your business. It is incredibly time efficient.

When done properly, it is possible to attract many clients in just a couple hours through speaking. So, what do we mean when we say when done properly? It turns out that through years of training and years of trial and error Jim Grant and Don McGrath, co-founders of Speakers Pathway Coalition, have figured out how to help others craft messages that move people to action, and now they teach entrepreneurs how to use speaking to grow their business.

Jim and Don have worked with hundreds of speakers who tell them, "I have a great story." The problem is that people don't care about your story, no matter how sad or powerful it is.

What they care about is what you can do for them to solve their problem. So, rather than tell your story, Jim and Don help you to walk people through a sequence of thoughts that have them understand how you can help them, and select you as the person they want to help them with their problem.

You may be wondering how Don McGrath and Jim Grant came to create the Speakers Pathway Coalition. Well, it truly was a labor of love, born out of necessity. Both men loved speaking, but they did not like what they saw in the speaking industry. It's similar to a musician who loves playing music but does not care for the music business. They saw many people paying tens of thousands of dollars to learn to speak, yet not getting any return on that investment. Don McGrath said "speaker training is very expensive, often costing $2,000 to $4,000 a day, yet nine out of ten people we met were not able to turn that training into paid speaking and get a positive return on their investment. That made Jim and I sick and motivated us to find another way."

Jim Grant stated, "Yeah, Don and I kept comparing notes and lamenting about the things we were running into. We started out with phone calls and Google docs capturing ideas."

Then, as Jim likes to say, they got a lucky break. Don, who is an accomplished rock climber, fell and broke his ankle.

McGrath recounts, "So, I was home recovering from this fall, with my foot in a cast, and Jim knew I wasn't going anywhere, so he told me 'Don, I'm coming to Colorado Springs'. That's how Speakers Pathway Coalition was born." The two men sat down in Don's home and started drafting a rough outline of their vision for creating a true coalition to train, coach and help people get their message out to others.

Since then, in less than one year Jim and Don have recruited six Executive Training Directors who are subject matter experts in marketing, branding, video production, entrepreneurship, building a following, speaking, authorship, social media, and have created more the 30 courses on topics to help entrepreneurs clarify and spread their message so that they can attract more clients and grow their business. They also have a live radio show, Your Future is Now, where they feature guests who are experts on topics that help entrepreneurs in their business.

Their members are achieving amazing results. "We have one member who has been working on their business for decades and has spent tens of thousands of dollars on coaches and consultants, yet in just a few months in our program has made more progress in a few months than in the past several years. Jim Grant said, "that is why we are doing this. It feels so great to help people."

If you are interested in growing your business and want to understand how to use speaking to do so, visit www.speakerspahway.com and contact Don and Jim. They will help you get your message out in a big way so that you can attract more clients and help more people.

Don McGrath, Ph.D. is an award-winning author and speaker, having written 50 Athletes Over 50, Vertical Mind: Psychological Approaches for Optimal Rock Climbing, and The Climb: A Leadership Fable About Navigating Challenging Change. As Co-Founder of Speakers Pathway Coalition he now shows others how to grow their business by writing their book, speaking, and establishing themselves as an undisputed expert. You can contact Don via email at don@speakerspathway.com

Jim Grant founded and owned a manufacturing business that earned a 'preferred vendor' status with many Fortune 500 Companies. After 31 years, (3 Active Duty and 28 Reserves), he is a retired US Army Master Sergeant andVietnam Veteran. During his military career, Jim became a US Army Certified Instructor, Regional Area Manager (RAM) and Course Manager. He is a Lifetime Member of the famed 95th Training Division, VFW and a founding sponsor of Army Historical Foundation and Museum. He is the co-founder of Speakers Pathway Coalition and in addition to wearing many hats, he is the host of a "LIVE" weekly radio show "Your Future Is Now" that is available on podcasts and iTunes. The show receives thousands of downloads a day. Jim has over 25 years of speaking experience.

The Habitude Warrior Way of Success

-by Speaker Erik "Mr. Awesome" Swanson

Many people ask me what my secret to success is. It's simple. It's YOU! You are the secret to my success. What I mean by that is the fact that I could never do any of my habits and attitude work without you, your support, and your willingness to learn and grow. I truly thank you for that! So, really... what is the secret to success? I'm here to tell you that success is derived simply by your ability to harness the best habits and attitudes throughout each and every day of your lives. Difficult to do... yes, but well worth it once you harness what I call Habitude Warrior Techniques. I've included some of my favorite ones to share with you to build your success in your business as well as your personal growth!

Habitude Warrior "Customer Service 5 Golden Rules"

There are 'Customer Golden Rules' that we instill in our teams within my companies. These rules are never to be broken. You should incorporate these as well and watch customers flock to you, rather than to your competition.

1) The Customer is 'most of the time' always right! You may be thinking this may be a typo. No, no typo. What we have found is that about 80% to 90% of the time, we will side on the customer's wishes. But, there's always a small percentage of customers who you simply need to hold your ground with and stick to your guns and your company policies in order to not allow certain customers to walk all over you. Sometimes, letting some of these customers go is actually a breath of fresh air and allows you to focus more on your customers who are there for the long run with you and build that long-term relationship.

2) Customer Service is everyone's job within your company! It's one of the biggest pet peeves we hear from clients. They say that they were simply not treated well when they called in. Or, one of the team members said that it wasn't their area to handle that particular issue. We suggest that you train every single one of your team members to take responsibility and ownership, as if it were their company.

3) Bonus your customers every time you connect with them! Once we adopted this concept, we kept hearing that it was one of the main reasons why the customer picked our company to spend their hard earned time and money with. Each time our customers call in to our company with a question, we of course answer the question and find the solution... and then as an added bonus, we let them know we would like to give them a gift and send that over to them simply for reaching out to us. You can gift them an extra E-book you may have, or a special training video program that you have tucked away for a rainy day. The secret is for you to always have an extra gift in your back pocket for them. They will start to feel GREAT about calling you and leave the phone conversation feeling all warm and fuzzy inside. That's exactly what you are striving for. People tend to forget what you said or do, but they always remember the way you made them feel!

4) Be a QUICK responder! We have a rule to connect with the customer as soon as possible to acknowledge them and their concern.

This means if they call in and leave a voicemail, you will respond back within a 1 hour period. If they send you an email, you respond back within a 3 hour period.

5) Adopt a "YES" attitude and culture! We decided to simply change our whole philosophy, attitude, and culture within our whole company to a "YES" one! This means that as often as we are humanly able to, we will give a "YES" answer to each and every customer. I'm not saying this is easy to do... but, well worth it in the long run once you adopt this into your corporation.

The Reverse Testimonial

No one on the planet is doing this except for me! You know how and why I know this? It's because I made this technique up and have been guarding it as a secret for years! Well, here it is. I'm asking you a favor though. Please feel free to use the technique, but don't tell anyone about it. Keep it a guarded secret!

Actually, it's quite simple. All you do is take your smart phone out and grab an assistant, a friend, or colleague and ask them to record a video of you. Then, once they start recording, you simply give a great testimonial out to someone you would like to highlight. It could be one of your clients. It could be your chiropractor. It could be your realtor you just had help you sell one of your homes. I try to do at least one a week... so about 50 testimonial videos a year. Part of the secret is that you are not going to tell the person you are doing the testimonial for. It will be a surprise. Make sure in your video testimonial, you introduce yourself first with name, title, company, etc... then go in to talking about the individual or team you are doing the testimonial for. What I like to do is say something like ... "You know, there are 3 things that really stand out when I think about John Smith and what he's doing with the community. #1, He really knows how to treat his clients as if they are family. #2, He has such an attention to detail ... and #3, He is the most result and solution oriented person our company has come across. These are the main reasons we trust John and use him and his team for all of our needs!"

Now, after you have completed your video testimonial for this person. Here's the BIG SECRET... instead of sending the video directly to him or her.... in fact, DON'T send it directly to them! What you do is something much better. You upload your video to your own YouTube channel and tag it under a playlist of "People I Go To!" Then, you send him or her the actual YouTube link to the video you just recorded for them. It's brilliant! They will be so happy and surprised you did this for them and they will want to share it with everyone... which in reality they are really sharing and promoting YOU, and not your competitors!

Thank You Cards In Advance

Take a moment each week to send 'Thank You' cards to your potential new clients and prospects in advance! Yeah, that's right, in advance. It's amazing when you receive in the mail an awesome card or thank you note saying something like this...I wanted to THANK YOU in advance for connecting with me and allowing me to buy you lunch one day. I would love to sit down and see how we can assist each other with our businesses and referral generation. Please let me know when a good time for you would be. I travel a ton with our companies and ventures, but I'm happy to change my schedule around to connect with you! I guarantee you that you will get the meeting and appointment and completely blow your competition away with this one!

The $100 Gift Card

Stop, and I repeat, STOP giving out stupid $10, or $15 or even $25 gift cards to gas stations or even coffee places. It's cheesy and makes you look like a cheapskate! Trust me on this one. Here's what you should do. Invest in yourself by investing in others! Go down to your nearest Starbucks or your favorite coffee place... or an awesome steak place that's well known. Grab five $100 gift cards. Hold on to them until you meet those contacts who you really want to connect with and build business with. A few days after you met them, go ahead and send them one of my "Thank you cards in advance" and include a $100 gift card.... and this is the important part...

add to the thank you card something like this: "Looking forward to connecting and helping each other with our businesses. In fact, lunch is on me (Or coffee)!". Trust me, they will have to spend the card on YOU! You literally get your $100 back and get the client at the same time!

Free Media The Habitude Warrior Way

Would you like even more free media? The answer, by the way, should always be 'YES'! Okay, here's another way you can do it. Use "HARO" which stands for "Help A Reporter Out." This service started back in 2008 by our friend Peter Shankman. He originally started it as a Facebook page which has quickly turned into an amazing source for you to get your expertise out to the world! The website is www.HelpAReporter.com. If you are looking for the media to find you and highlight you and your company, then this is the place to go to. In fact, media outlets such as Fox News, The N.Y. Times, The Wall Street Journal, Chicago Tribune, and even Time Magazine, among many others use HARO to find stories of success and make it a lot easier for their journalists. It's an absolute win-win. Use it now and keep it a big secret from your competition.

Habitude Warrior Target Focus

Continue to 'Target Focus,' rather than focus on your competition. One of the biggest mistakes I see businesses, as well as entrepreneurs, make is that they bombard their own mindsets and ultimately their attitudes with thinking about their competition. Just stop it! Just as Wayne Gretzky did in his sport of Hockey, he focused on the puck and where it was going, rather than focusing solely on the opposite team. The more you focus on you, your business, and your clients, then more success you will have. It's inevitable. Use the 'law of attraction' rather than the 'law of distraction.' You must laser focus on your outcome, target, and leave everything else to your competitors to deal with. Don't allow yourself to stoop so low as to get caught up in that drama. Your team members will thank you for having such a positive, target focused attitude and direction.

More about Erik "Mr. Awesome" Swanson:

Erik Swanson has delivered over 6300 motivational presentations at conferences and meetings worldwide. As an award winning International Keynote Speaker, #1 Best-Selling Author & Attitude Coach, Erik Swanson is in great demand! Speaking on average to more than one million people per year, he is both versatile in his approach and effective in a wide array of training topics. Respectively nicknamed "MR. AWESOME" by many who know him well, Erik invites some of the most talented and most famous speakers of the world to join him on his coveted stages, such as Brian Tracy, NASA's Performance Coach Dr. Denis Waitley, Co-Authors of the book & movie 'The Secret', Bob Proctor, Jack Canfield, John Assaraf, & The Millionaire Maker Loral Langemeier, and Co-Author of 'Rich Dad Poor Dad' Sharon Lechter, among others. Mr. Swanson has created and developed the super popular Habitude Warrior Conference which boasts a 2 year waiting list and includes over 33 top leaders around the world in a 'Ted Talk' style event. It has quickly climbed to one of the top 10 events not to miss in the United States! Check out the Conference at www.HabitudeWarrior.com and check Mr. Swanson out at www.AwesomeSwanson.com

Spotlight PUBLISHING

Why Storytelling and Marketing Go Hand in Hand

-by Becky Norwood

"Those who tell the stories rule the world."

-Hopi American Indian proverb

Storytelling is universal and has existed since the beginning of human history. Yet in business, we often forget to tell our stories. This is a shame because stories are one of the best ways to connect with customers and encourage them to take action. In business, we often focus on objective data, facts and figures, product features, charts, technology, and engagement through social media. However, storytelling reaches people on an emotional level. Stories communicate to the listener exactly what you do and what you stand for. Therefore, it's essential to craft compelling stories, both about yourself and your business.

Why We Love Stories

The human mind simply loves stories. Stories make a company or person relatable. Just like the characters in a book, we see ourselves in certain aspects of the story's characters. We identify and empathize with them. For a business, this breaks down the barrier between company and customer.

For example, we love rags-to-riches stories. There are many websites or businesses that tell this classic story. The owner was down and out, all of the odds were against them, they didn't know what to do, and were nearing rock-bottom when inspiration came knocking. This spark of an idea led to founding the business whose article you're now reading. This is an arousing story that follows the classic conflict-to-resolution plot arc.

Consider the example of a social worker starting a fundraising organization. Social work is hard, and as she begins to grow into her role, it all seems like too much for her. Then, one night as she was walking home from work, she has a breakthrough. She encounters a homeless woman asking for money, and it hits her. She discovers that it truly is her calling and she needs to do whatever she can to help those in need. This story is what will help her raise money for her fundraiser.

Stories also work well because they're interesting and engaging. You can take any kind of content that may be slightly dry or dull and weave it together with a story to make it much more interesting, one that others can relate to. This is why we love TED Talks so much. TED Talks often present very difficult or technical information, but it's put together with the personal story of the presenter to give it life.

Each of us is natural storytellers at heart, but often it's difficult to discover stories that will help our businesses build relationships, stir emotions, and engage our customers.

As we take the idea of using storytelling to create connections and attract clients to our businesses a bit further,

consider becoming an author of your own book. Publishing a book will expand your reach, becoming a valuable tool for your business, and create a great first impression.

We are privileged to live in an amazing digital world where publishing is now a viable option. It allows us to share our wisdom and expertise with carefully crafted stories that captivate readers, and yet showcase you as a master in your craft This quote by Les Brown says it all.

"The graveyard is the richest place on earth, because it is here that you will find all the hopes and dreams that were never fulfilled, the books that were never written, the songs that were never sung, the inventions that were never shared, the cures that were never discovered, all because someone was too afraid to take that first step, keep with the problem, or determined to carry out their dream."

At Spotlight Publishing, our specialty is working with business owners, entrepreneurs, people just like you and me, to bring that wisdom and those stories to life in a way that will powerfully connect with others in empowering and impactful ways.

Becky Norwood is CEO of Spotlight On Your Business since 2009. Her main area of focus has been teaching and working with entrepreneurs and small business owners to establish their knowledge and expertise, and find ways to stand out in our busy, noisy world in powerful ways.

Spotlight Publishing was developed in conjunction with her main business as she studied what is working .. and not working to grow a business. Becky now expertly guides her clients to become authors and understanding the big picture behind authoring books by implementing tools, tips, and resources that make publishing worth the time and effort. Her team has successfully brought over 200 authors to #1 Bestseller due to a unique system and powerful affiliate connections.

Becky is herself an International #1 Bestselling author, and you can learn more at www.spotlightpublishing.pro

How the Urban Pioneer Can Make You a Real Estate Millionaire

-by Seti Greenberg

"Buying real estate is not only the best way, the quickest way, the safest way, but the only way to become wealthy." - Marshall Field

Once a neighborhood was filled with dilapidated buildings and empty storefronts. You return a couple of years later and see restaurants, boutiques, beautiful green spaces, and lovely homes and apartments. You probably think to yourself, "I wish I were smart enough to invest in this community."

So, how do you know where that next smart investment lies?

From Manhattan's Upper West City to Ohio City in Cleveland to Bucktown/Wicker Park in Chicago, communities within and outside Opportunity Zones are being transformed by visionary developers who know how to spot trends.

Investors are making millions by focusing on the Urban Pioneer -- those people and companies that buy real estate in areas that are on the fast-track to a renaissance. Transit systems, the influx of big brands like Starbucks and Costco, and the presence of technology and financial services companies (and their employees) accelerate development speed.

These neighborhoods "Urban Frontiers" — whether in Opportunity Zones or not — are a win-win for homeowners, renters, businesses, and investors. Many investors are using funds from IRAs and 401K plans as a means of growing tax-deferred and tax-free income. Recent graduates, young families, and future-looking professionals can find affordable real estate. Investors can see huge returns because they are able to get in on the ground floor and often enjoy tax benefits as well.

Unlike some other real estate investments, this trend is time-tested and somewhat predictable. We have been studying communities that have thrived as businesses and homeowners settle into high-potential areas throughout the country, and have a predictive data-driven model for determining where the best investments lie.

To get started investing in the Urban Pioneer, follow these steps:

• Select the right investment partner. Work with people who know the market and can back-up their strategies with facts and data. Download our Guide to the 21 regions that are poised for rapid and long-term growth.

• Seek a turnkey solution. Choose an investment company that handles all aspects of purchasing, renovating, and selling or renting investment properties. Although we use the term Urban Pioneer, some suburban areas are ripe for redevelopment and investment as well. The suburbs as we knew them have been evolving, along with population, demographic, and lifestyle shifts.

• Be patient. Many areas where Urban Pioneers settle take a while to reach their full potential. For example, median rents in Queens, New York have increased about 40 percent over the past decade but the growth has been a consistent steady climb.

Hi, my name is George Madrid, I am a photographer based in the greater Phoenix and Scottsdale areas that specializes in studio portraiture. Services include all manner of portrait photography including executive portraits, model headshots, fashion photography, full length modeling, acting card shots, portraits for couples and partners not to mention fitness and maternity photography. Other services include fine art, architectural, and showcase photography.

I am confident if given the chance, you'll be more than satisfied in the photography services I provide, the professional manner in which I conduct myself, and the end result, photography that is meticulous, professionally produced and of the highest quality.

You can learn more about George and his work by visiting
http://www.georgemadrid.com

You can also email him at
george@georgemadrid.com

• Enjoy the multiple benefits of investing in the Urban Pioneer — passive income, capital appreciation, and tax incentives.

As Louis Glickman, real estate investor and philanthropist said, "The best investment on earth is earth." By knowing which areas of our earth are about to flourish, you can find new sources of prosperity and stability.

Get started in Urban Pioneer investing today. Download our guide to "The Hot 21" at https://scottsdalerei.com/ . Even if you choose to manage your own investment property portfolio, this research-based study will help steer you to those areas that are on the verge of Urban Pioneer growth.

Seti Gershberg, is a co-founder and President of Investment Management of Scottsdale REI, LLC.

Seti is an Economist and earned his MBA at the #1 ranked international business program at the prestigious Thunderbird School of Global Management. Seti's background is in securities trading and management. He was key part of the trading team that managed over $500 Million in foreign debt and currency options and futures for SJO a hedge fund from Chicago. Seti also managed a growth stock equities fund for the investment bank William Blair & Company. In his role he helped distribute IPO's of well known company's such as Starbucks, Home Depot, Berkshire Hathaway B shares, Wynn Casinos, Carnival Cruise Lines, Costco and many others.

Seti now focuses exclusively on real estate. Is portfolio consists of 75 notes and rental properties purchased over the last year. His specializes on the acquisition of discounted properties, creative financing and disposition of assets. Seti is a leader in his local real estate community of over 200 investors where he mentors, trains and teaches finance, capital raising and real estate investment.

Seti's has one daughter who is studying to be an Oral Surgeon at Harvard. Seti loves to ski, travel and is a filmmaker who produced two documentary films. Seti is also actively engaged in charitable causes and works to raise funds for impoverished Peruvians. Seti earned a Black Belt in Kung Fu when he was 30 and is fluent in Spanish as a second language.

How High ENERGY Increases Your Productivity

-by Donna Guinouard

We all know that energy is essential to our daily life. After all, we use it 24 hours a day, and use an even higher amount of energy while we sleep. It also goes without saying, that eating a well balanced diet and getting daily exercise will help increase your energy, but that is only a part of the equation!

Energy affects us in every aspect of our lives as well as being a busy entrepreneur. Warren Buffett said it best when he said, "Without passion, you don't have energy. Without energy, you have nothing." There are many small, but important steps you can take each day to increase your energy in exponential ways.

Here are a few tips you can easily incorporate into your busy day if you aren't already doing so. Start your day off with passion and smile to yourself in the mirror. Write down or say what you are grateful for. Exchange a negative thought immediately for a positive one. Every hour, get up and move, stretch your arms and legs for a few minutes and get the blood flowing again.

Doing these types of things, will actually change your paradigms and increase the endorphins in your brain, increasing your ENERGY which, in turn, increases your productivity.

When I coach my clients, I give them the tools to see and understand trapped energy (I call them energy vampires) that is toxic and dysfunctional to them. This could be a person, or a specific place or thing. Being around anything that brings negativity into your life will not only lower your energy level, it can even lead to health issues, which over time, can even lower your immune system. Once we have that figured out, they are now equipped with the tools to then radiate positive energy within themselves first, and understand that they are responsible for the ripple effect of the high energy they manifest for a more productive life.

You may be asking yourself, what does any of this have to do with being more productive as an entrepreneur? We live on a vibrational planet, and everything on the planet vibrates, including people. We either have a high vibration of energy or a low vibration of energy. When your energy vibration is high, it results in feelings of love, happiness, trust, respect and so on. Low energy vibration will come from emotions like anger, depression, stress, distrust and so forth.

When you work with your existing clients or are trying to get a new client, your energy shows up with you and will determine if you are going to enhance your client's well-being or deteriorate it. Your energy can make you money or lose you money. In essence, you create the ripple effect through your energy, determining your future, and that of your clients.

We all want more productivity in our lives, for ourselves, our family, and certainly, our businesses.

You can learn more about High ENERGY Performance Coaching at http://donnaguinouard.com/

Donna Guinouard is the owner/ founder of High ENERGY Performance Coaching. She works with people who need to find their ENERGY balance in life again, and helps them understand what foods and exercise works for them, based on their lifestyle. She has also owned her own Health and Wellness business for 16 years and has a passion for helping people to be the best version of themselves. Donna became an entrepreneur before she was 20 as a cosmetic consultant, as well as having her own international radio show. She is a published author, a speaker, sits on the board of Network Together as well as facilitates the Scottsdale Chapter.

Why It Is Not So Important That People Know, Like And Trust You

-by Stephen Chandler

Many teachings provide us with information about how to develop professional relationships with our potential clients by getting to know them slowly over time. This allows us to establish liking, knowing, and trusting. This works when you have enough capital to carry yourself through the lean times while building your business at a later date.

The challenge is that most sales professionals don't have enough capital to sustain themselves for six months or more.

So the real question is, if we don't want to wait to build relationships with your prospects, how do we do it more quickly and make a lot of money? The easiest way to grow your business more quickly is to develop professional relationship with your brand new client and develop everything else over time. Work with them while getting to know them!

The answer is three- fold.

First, you need to know what your primary objective is (i.e. to set an appointment). We don't sell ourselves during the first conversation. Nobody wants to be sold the minute you open your mouth.

Second, we need to know how to relate with the prospect. (i.e. understand their underlying NEED which could be to be a priority, to be understood, to have a purpose, to feel safe, or to give and receive love and satisfy that need) The need is what motivates them, the solution is what satisfies them.

Third, we need to know our value both as a human being as well as a professional. So, how do we start to define our value? It is built on relationships, what we learned from our relationships not the story is you remember it. Understand what money means to you,

What is greed? What is fair? Why do I need it? How much do I give away? Once we decide what and why money matters, we on taking our first step.

This is a quick overview of what it takes to be an excellent sales person. Take the first step and don't be afraid to be wrong and you will find the approach that works for you.

If you don't already have an excellent sales coach find one that you connect with on a professional level.

What to look for when finding your sales coach is experience with owning their own company, having success financially, the more they earned the better and lastly are they giving you new information or are they pulling stuff of the internet?

Stephen Chandler has been a long time believer in the power of persuasion. His attraction to sales came on early in life when he discovered that he could create something amazing and find a market that would need it.

Stephen has started two successful business' with no money at all. The first one was established in 1992 called Diligent Graphics a graphic design company that specialized in increasing sales and profitability for all of his clients. He made his first million dollars at the age of 44.

Stephen also started Perceptual Sales Coaching as a part of Diligent Graphics in 1994. His program is simple, find your own voice, be authentic and always do the next right thing and you can make as much money as you need.

If you are interested in knowing more about what Stephen can do for you, please call him at 602 540 3997

Keeping Your Funnel Full

Barry & Catherine Cohen
Cohen Coaching
Attract YOUR Ideal Client

What does it take to build your business? There are as many answers as there are coaches, gurus, and consultants. But there is one thing, without which, you have no business. Customers. Clients. People who will give you money for your product or service.

To ignite your success, to bring your business to a level you consider successful, you need clients. But before that, you need to have a system in place. You need to have all the puzzle pieces together, so you know, step-by-step, exactly what to do next to attract your ideal prospect. And then, you need to turn that prospect into a client.

Start with your ideal client. "Anyone and everyone" is not an ideal client or a target market. While you may believe your product or service is for everyone, it really isn't. You need to narrow down and first create an ideal client or avatar. The ideal client is like an imaginary friend. You create an ideal client profile, also known as an avatar, in order to keep your marketing, message, and branding on point. If you would like some help creating your avatar, go to www.CreateMyAvatar.com and download the worksheet.

When you know your avatar, you can create your target market. For example, our avatar is a solopreneur. She is a woman named Susan, 48, with 2 teens at home and a sophomore in college. Susan is an acupuncturist. Susan is divorced and in a long-term relationship with Steve. They live together.

We actually have several paragraphs about Susan, what she likes, what she doesn't like. But most importantly, as a business owner, we have a list of Susan's pain points. Developing an avatar, a representation of all our clients, helps us create our target market.

Your avatar is NOT the only person you are looking for as a prospect. Your avatar is a guideline to help you create a funnel that actually works. For example, even though our avatar is a woman, our clients are both men and women. From our avatar, we were able to create a target market. And the target market is who we want to put into the top of the funnel.

The top of the funnel is the things you do to attract prospects. Networking, ads, speaking, social media, mailers, calling, and emails are all the top of the funnel. The trick is to know where your target market hangs out and how to speak to them.

To figure out where your target market hangs out, look to your avatar. Wherever your imaginary, perfect client is, that is where you will find your target market, with a few exceptions.

There you are, in a room full of your target market. Now what? You need to be compelling. You need a message that speaks to them specifically. What do they want to hear? They want to know that you understand the pain they are in. They want to know you understand what it is that keeps them up at night.

When you poke at the bruise and highlight the pain, you let them know you have the solution. If the pain is not enough prospects, not enough business, Cohen Coaching is the solution.

By using the solution, Cohen Coaching, they will come out with a funnel that brings in the right prospects, leads them through a system that builds trust, and to a purchase decision. Stay away from explaining how you do things. No one cares. They only care what will happen as a result of buying your product or using your service. Results matter!

The last piece of the funnel is a system for following up. After all, how many times do we meet the perfect, potential client, call once, maybe send an email, and then drop it? That's no way to turn a prospect into a client. Think about it – you didn't do that when you met the person of your dreams. Your prospect is the person of your business dreams! Follow up is a vital step most people miss. In fact, you are probably leaving thousands, if not tens of thousands, of dollars on the table because you don't have a clear, concise follow up system.

The funnel is a lot like a kitchen funnel. Everything goes into the top in order to come out the bottom into the vessel you want it to go in to. But unlike a kitchen funnel, there are steps along the way. Once you have attracted the right prospect into the top, you must educate and nurture them through a process. Sometimes the process is long, other times the conversion is quick. But the rules of the game are always the same. Understand their pain, address their needs. Do not go into a meeting with the intention of selling. Go in with the intention of letting your prospect know who you are. Show them you understand their pain. Poke the bruise, but don't pour salt on the wound! Let them know that by working with you, the end result will be exactly what they need.

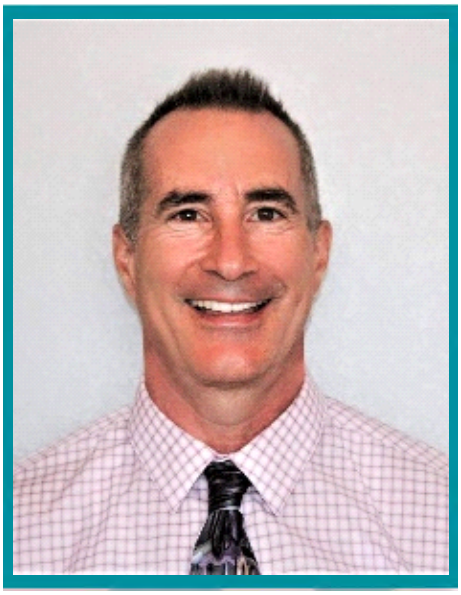
What does it take to build your business? Customers. Clients. People who will give you money for your product or service. When you create a funnel, create a system to attract prospects and moves them through a nurture and follow up sequence, you can convert more prospects into clients.

Not sure what's missing in your funnel? Let's get on a call together to dig deep and find out where your funnel may really be more like a colander. Go to https://www.CohenCoaching.com/schedule and choose Income Acceleration Session.

Barry and Catherine both had parents who created successful companies together. Working together and working with others to help their businesses grow is in their DNA.

Catherine is the co-founder of Cohen Coaching. A more creative force, Catherine is the ideas person. Ideas and inspiration seem to just come to her. Her specialty is taking a client's talent, experience, desire, and skills, and reworking them into new offerings, laying out the groundwork to get a new business started, or creating a path of growth and renewal. Catherine enjoys crafting solutions that make sense to each client's unique situation.

Barry is the other co-founder of Cohen Coaching. A more technical thinker with a 30-plus years of experience in computers, Barry is the systems guy. Whether it's the systems on the computers or the systems that run the business, it's all about order and organization. He is a passionate researcher, able to find answers and resources to almost everything. Barry is a speaker on topics ranging from computers to podcasting to business strategies to working with your spouse. He actively consults with clients to offer business solutions that bring them from flailing to thriving.



Be Determined, Persistent, and Follow-Through

-by Erik Nesheim

To be determined and persistent, it is important we make changes within ourselves based on vital principles as a guide. These principles encourage, strengthen, and provide hope for any out there who want to succeed in all areas of life. All of us have strengths and weaknesses, but by establishing a determination, we can create a picture of strength where little was inside us before.

This is not impossible; it just requires a change of mindset to facilitate our determination. Many of us struggle to get through the day to day and find it difficult to have time to think, meditate, or ponder our purpose. By realizing our determination, our personal vision can start to take shape. This will be our foundation that we can persist and follow-through with to reach our short-term goals, long-term goals and ultimate purpose.

How do we figure out our determination? Being in touch with our desires, our values, our strengths, and our weaknesses. We must take the time to eliminate the distractions and think carefully about who we are, who we want to be, and what we would like to ultimately be in each facet of our lives.

Our determination, persistence, and follow-through will completely change who and what we are. It will also change the way we view ourselves and create a whole new level of expectations that could not have been conceptualized prior. This is not magic, it is a process of focus and redefining ourselves for a higher, more efficient level of productivity. By following the principles in each of four segments, many of our fears, concerns, and bad habits will be eradicated and replaced with healthful thinking and actions that support a new view of how to succeed in a microcosm, and then the confidence to apply them holistically.

Each of these topical subjects, determination, persistence, and follow-through can impact a personal growth journey that will yield many learning and growing experiences. These experiences create invaluable lessons, that if understood, can contribute to a new psyche of success and yield great accomplishment. We must start our journey first by delving into these base principles in each personal segment and understand how each one can help our lives greatly improve.

Can we truly become who we want to become? We must then understand our personal baseline, and then carefully craft the idea of how we want to modify our baseline to understand who we want to become. Once we do this, then we can apply the principles of ***determination, persistence, and follow-through*** to reach our destination.

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In the upcoming book, ***Determination, Persistence, and Follow-through,*** it will become apparent what personal segmentations or aspects of life to consider; what a typical baseline may look like; how growth can be achieved; the principles associated with determination, persistence, and follow-through; and finally, the application of these principles to effectuate a change to attain the success of who we want to be in each of our personal segmentations to yield ultimate satisfaction and contentment within our own skin. By adopting this model, practicing it, and tracking its success, we will see that our lives can be more productive, more successful, and more satisfying than our present state.

Erik Nesheim started as an accountant for a couple of major law firms in Philadelphia. He worked for a CPA firm which led him to an opportunity to work for a crisis management company, helping to fix, sell, parse out, or bankrupt companies that were in trouble. He gained experience in the banking industry as a commercial and construction loan officer, while being a technology officer.

The technology experience led to bringing to market many products for a major debit network including PC banking. Later working for the largest credit network joint venture, he held an executive level position that enabled him to bring about cutting edge products in the point of sale industry.

After the twenty-five years of business experience he accepted a job teaching Business to high school students so that they could be successful, and he could give back. Following the ten years as an educator, he accepted a position as an Insurance Agent building his agency from scratch. In each of his positions he has had and continues to have a passion for excellence, achievement, and discipline while enjoying.

Your Health Is Part Of Your Wealth: Applying the Wisdom of Vince Lombardi to Reducing Weight

-by David Medansky

Many people are aware they need to shed a few pounds—or more. Yet, they fail to act. Perhaps some words of wisdom from Vince Lombardi will motivate you enough to do something to improve your eating behaviors and habits.

For those of you who do not know, Vince Lombardi is best known as the head coach of the Green Bay Packers during the 1960s, where he led the team to three straight and five total NFL Championships in seven years, in addition to winning the first two Super Bowls at the conclusion of the 1966 and 1967 NFL seasons. Following his sudden death from cancer in 1970, the NFL Super Bowl trophy was named to honor him. Many of Lombardi' quotes are used by numerous companies to motivate their employees.

Lombardi said, "Once a man has made a commitment to a way of life, he puts the greatest strength in the world behind him. It's something we call heart power. Once a man has made a commitment, nothing will stop him short of success."

This Lombardi quote has nothing to do with football and everything to do with commitment. With respect to losing weight, once you have made a commitment to reducing weight in a healthy and sustainable manner, you'll put forth your greatest strength in the world and nothing will stop you short of success. Your commitment to anything in life, especially as it applies to weight loss, will determine your success. Lombardi focused a lot on commitment. He said, "There is only one way to succeed in anything and that is to give it everything."

If you want to succeed in anything, including losing weight, make a commitment to do it and you will succeed. If you're not willing to reduce weight, no one can help you. If you are determined to shed those extra unwanted and unhealthy pounds, no one can stop you.

What has it cost you by not acting and implementing small adjustments to your daily eating routines to improve your eating habits and shed your unwanted pounds?

Do your knees hurt because of your excess weight?
Are you constantly tired?
Do you make excuses not to play with your kids or grandkids?

Once you steadfastly commit to reducing weight and are resolute in your efforts to do so, the universe will assist you, guide you, support you, and even create miracles for you.

Lombardi said, "The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor."

Applying Lombardi's philosophy to reducing weight might be re-phrased as, "The quality of a person's health is in direct proportion to their commitment to maintaining a healthy weight and lifestyle."

Lombardi said, "Winning is not a sometime thing; it's an all the time thing. You don't win occasionally,

you don't do things right once in a while, you do them right all of the time. Winning is a habit. Unfortunately, so is losing."

Reducing weight is a lifestyle change and a lifetime endeavor. It's not like getting a vaccine where you get a shot and you're done for the rest of your life. Rephrasing this quote, you can say, "Maintaining a healthy weight is not a sometime thing; it's an all the time thing. You don't lose weight in a healthy way occasionally. You reduce weight in a healthy manner and keep it off."

Lombardi said, "The only place success comes before work is in the dictionary." Achieving and maintaining a healthy weight is work. If anyone tells you differently, they're either naturally blessed with an awesome body or they're lying.

You'll be challenged every day by food companies, restaurants, fast food chains, and at social gatherings with friends and families. Ads of people enjoying food, alcoholic beverages, and sodas are everywhere – TV, magazines, newspapers, online, billboards. Food and drink are constantly pushed in front of you. Are you up to the challenge?

Let's be honest. No one is perfect. But we can all strive to get better. Professional athletes will always say they can get better. Vince Lombardi expressed it best when he said, "Perfection is not attainable, but if we chase perfection, we can catch excellence."

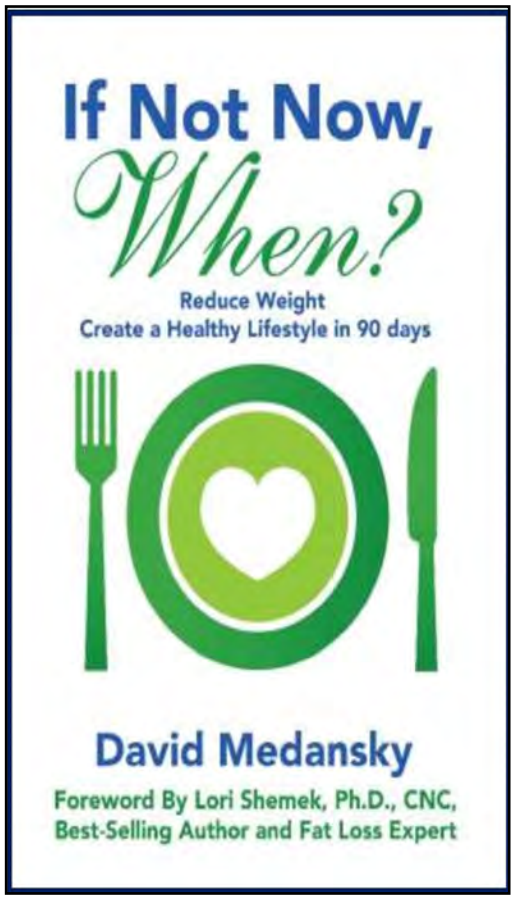
Lombardi said, "Success is like anything worthwhile. It has a price. You must pay the price to win and you have to pay the price to get to the point where success is possible. Most important, you must pay the price to stay there." You can never own your weight-loss success. You can only rent it. And the rent is due every day in the form of the food and beverage choices we choose to eat and drink. It comes down to the choices you make.

Is it worth it to you to put forth the time and effort to purchase the ingredients for a healthy meal and to take the time to prepare it? Or will you be like the majority who'd just go through the drive-thru or pick up a bucket of fried chicken?

How often do you choose convenience over health? When it comes to results, Lombardi said, "Some of us will do our jobs well, some will not. But we will be judged by only one thing – the result." Lombardi taught, "Winning is a habit. Watch your thoughts, they become your beliefs. Watch your beliefs, they become your words. Watch your words, they become your actions. Watch your actions, they become your habits. Watch your habits, they become your character."

Achieving better health is a mindset. Winning your weight issue means you're willing to forgo certain foods and beverages that others are enjoying and eat healthier foods that others might ignore.

Think of food as fuel for your body. Is there a legitimate reason you don't want to put the best fuel in your body for optimal performance? You can accomplish this simply by avoiding processed foods, eating more whole or holistic foods, and drinking more pure water.



If the wisdom of Vince Lombardi won't motivate you to act to shed your unwanted pounds, what will? Because if not now, when?

David Medansky, a retired divorce attorney, is an international best-selling author, and a trusted authority for successful, healthy weight reduction.

He wrote about his inspirational weight-reduction journey in his book, Discover Your Thinner Self. His new weight reduction book, If Not Now, When? Reduce Weight – Create a Healthy Lifestyle is available now.

To contact David, visit www.CreateYourThinnerSelf.com.
You can get David's book here: https://books2read.com/u/3GeWop

What Is Health And Wellness?

-by Kimberly Miner - Juday

What is health and wellness?

The definition that I found is truly to the point. "Wellness is an active process of becoming aware of and making choices toward a healthy and fulfilling life." Wellness is more than being free from illness, it is a dynamic process of change and growth: It's "...a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.""

My goal was to build a business that would be empower people to get out of their own way, take the junk out, and put healthy back in. At Wholistic Living, Health & Wellness, each day we have a podcast focusing on the strategies, checklists, resources, and methods to guide you through your journey and struggles. We also provide support groups, workshops, and events to encourage, motivate, and empower you to take charge of your journey and make any necessary changes in your personal and/or business life. No one can implement or make decisions for you that will ultimately give you the power to be in charge of your own destiny.

My goal is to help you feel amazing. Achieving health and wellness is a personal journey for all of us. This journey, which is always one filled with many ups and numerous downs, can affect your mental health and wellness. Together we can learn how to re-orient and stay on the path of our journey, no matter how perilous it may seem.

In my youth and through my early adulthood, I was a ballet dancer and it was my whole world. When the day came that I was no longer able to dance, I was left with an empty space and I struggled to find a way to fill that void. I could have allowed myself to crumble. Believe me, there were times that I wanted to. My friends and family probably would have understood, but what would that accomplish for myself? What examples would I be setting for my children? That's not who I want to be. I have always chosen optimism as my way to come back, and you can, too. Together we can learn to stay afloat no matter what storms are amidst.

It is by reexamining our life experiences that I can absolutely teach you the journey of being on a better and more productive path of health and wellness. My hope is that by speaking out and putting my voice out into the world, I can help someone be where they want to be, even if it is just one person at a time. If I can give you the courage stop in your tracks and discover the courage to finally make that change in your life for the better, then I know I've made the world a better place for my children.

Please join me in my podcast, public speaking, support groups, and learn-shops. Let me help to educate you on the choices of better health eating, lifestyle, exercise, dealing with your stress, and being in control of your life. All of these can have an effect on your health and wellness. I hope to talk to you. Imagine what we could all accomplish if we just got out of our own way?!

You can find me each day @ 2:00pm (MST) live streamed through Facebook and YouTube – and it's available on audio through Anchor FM, Spotify, iTunes, and Google. You can connect with Wholistic Living, Health & Wellness website at www.wholisticliving.life, or through kimberly@wholisticliving.life.

I look forward to meeting or hearing from each of you.

Kimberly Miner – Juday has spent 25 years in sales and speaking publicly to help educate others in the packaging industry. It was through the years of presenting and training that I realized my love for teaching others. But it has been through my personal battles of surviving and dealing with the results of a domestic abuse marriage (PTSD), personal battle of an eating disorder, and survivor of 3 pulmonary embolisms (at once) that I have learned the journey of being on a better and more productive path of Health and wellness.

I know that I can help others find a way to go through their journeys and find a way to reach their health and wellness goals.

A Business in a Bottle

-by Eric Stuerken

No I didn't start drinking heavily. I stepped into the world of social selling, and fell in love with the only transdermal – FDA registered product containing homeopathic (HGH) human growth hormone in a BOTTLE on the market – NOT the inject-able type – NO, needles needed. Hollywood loves HGH. I am an Ambassador with NewUlife Inc. a health and wellness company. I've been involved since December 2017 and the inception of the direct sales division. Over the last 19 months the company has generated more than 150 million in sales and has created several millionaires.

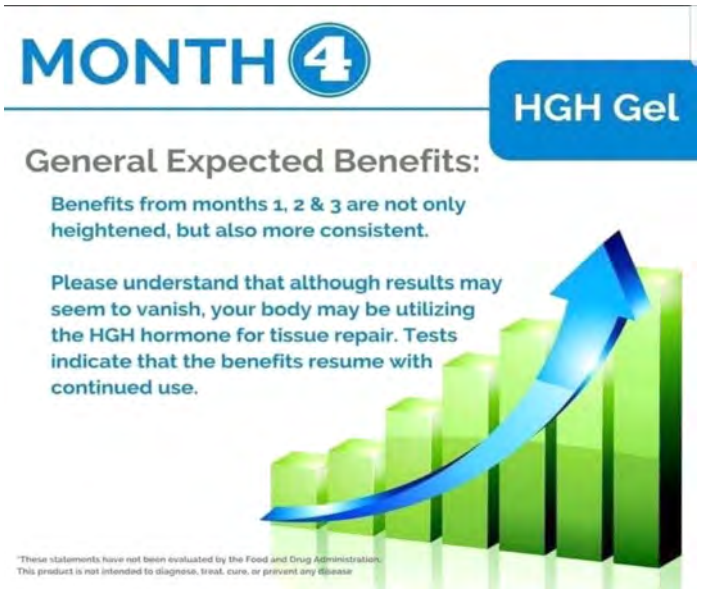
What Exactly is HGH?

Human growth hormone (HGH) is a single-chain peptide hormone produced from the pituitary gland, the master gland in the body. This is the hormone that helps you grow throughout childhood, hence the word "growth". HGH is at its peak around the age of 20 and then plummets around the age of 25. This is when the aging process begins, and this hormone slowly decreases for the rest of your life. Furthermore, growing isn't the only thing HGH is good for. Many experts say that elevating HGH when you are older can help reduce the aging process 10 to 20 years. Most people experience these benefits in as little as two weeks.

Why We Age

Growing old is a fact of life, and it's inevitable. Our bones become brittle, skin starts to wrinkle, muscles get weaker, and energy plummets. These are the typical signs of aging. But, why do we age? The average life expectancy in the US is only 77 years of age. Can we do better? If so, how much longer can we live?

What are some of the benefits associated with higher levels of HGH?



Clearly, there are some amazing benefits that happen when HGH levels are increased.

To find out more about the "GEL" and to join Team "Loral" – text: HGH3 to 71441 or call 732.768.0670
You can also visit https://dolllc.newulife.com

Eric Stuerken is an Ambassador with NewUlife Inc. a health and wellness company. Eric has been involved since December 2017 and the inception of the direct sales division. Over the last 19 months the company has generated more than 150 million and sales. Eric is also the co founder of Betterqualified.com - a consumer and business credit consulting firm.

Having A Corporation Or LLC Is Only Beneficial If Using It Correctly

-by Scott Arden

Making the right choice when it comes to setting up a Corporation or LLC is crucial. What's even more critical is giving these entities substance. I hear from a lot of people that I talk to, that they were told to setup an LLC but aren't really sure why, or what benefits they are supposed to receive. Setting up the right entity is imperative because the last thing you want to find out is that you are in the wrong entity and have to go back and cleanup/restructure the business, or even worse, lose everything they have worked hard for.

With the litigation explosion in today's society at an all-time high, it is important to have the proper entity setup for liability protection of both personal and business assets. Having a Corporation or LLC is great, as long as you are using it correctly. When I speak to business owners & entrepreneurs throughout the nation about their entity structures, there is one common thing that most people overlook, the Minutes & Resolutions. They either don't know how to do it, or they are told that they should form an LLC and are advised that they are easier to use and don't have the same compliance requirements as a Corporation. These people have been misinformed by their professionals or friends, and are led down a path that can cause serious havoc on their business' and personal assets.

For example, my firm had a client who came to us after a very bad situation arose within his business. We'll just call this client "Jim". Jim has a large construction company, one who built a custom home for one of our ex-vice presidents in Wyoming. Jim's company was setup as a Corporation, he had one of the most prestigious CPA firms in the nation, and has the most pristine financials. He received a notice of an audit from the IRS. Jim, knowing that he had a Corporation structured and his financials were in order, was very confident that he would prevail in this audit.

On the day of the audit, he walked into the IRS building with his CPA in tow. Feeling very confident that he was going to overcome, he walked in very proudly and placed all of his documents on the revenue agent's desk. The first question the revenue agent asked concerned seeing the company's documentation. Jim pushed the financials across the desk to the revenue agent, the agent pushed them back and asked for his Corporate Records. Jim, having a nice fancy corporate book, pushed it across the table. The revenue agent opened the book only to find that Jim had only completed the initial Minutes & Resolutions, issued himself ownership, and closed up his book. He never kept any documentation (i.e. Minutes & Resolutions) past the initial meeting. The revenue agent closed the book, pushed it back across the table and said, "I now know what I am dealing with, a Sole Proprietorship".

So he asked Jim for the financials. He noticed that Jim had taken advantage of over $250,000 in corporate deductions over the course of the three year audit, but because Jim hadn't treated the entity as a separate corporation, and instead as more of what would be considered "Alter-ego". He was not entitled to these deductions as a sole proprietor. His penalty was to pay the taxes on the $250k and was penalized to the tune of 45%. He is now a client of mine and is in full compliance. You see, the government, courts, IRS, etc. allow us as business owners to reconstruct documentation based upon recollection. This does not mean we are back dating documents. Back dating is 100% illegal, however, reconstruction is fully admissible.

With all that being said, the definition of a Corporation/LLC is: it's an artificial person created by law. It can do anything you want it to do but think and speak for itself. This means that you, the Shareholder, must keep Minutes & Resolutions which is essentially giving the company the voice and thought process, not only to defend itself, but also to defend its owners. Minutes & Resolutions are required by law. Now, I know a lot of people will tell you that an LLC does not have to have Minutes or Resolutions.

This is absolutely incorrect! Minutes & Resolutions are what proves that you and the company are complete separate. If anyone tells you this about an LLC, they are misinforming you. Should the company ever be challenged in a lawsuit, audit, contract dispute, etc., the very first set of documents any judge, revenue agent or arbitrator would look at are the Minutes and Resolutions. They do this to determine whether you have been treating the company completely separate or simply just an alter ego of the you, the principals. If there are no Minutes or Resolutions which gives the company substance, the company will be set aside essentially the piercing of the corporate veil, and all liability will fall through to the shareholders, where personal assets can now be affected by liability against the business. I cannot stress any more, about the importance of corporate formalities.

Don't freak out! There is a solution! My firm Controllers, Ltd, can help you reconstruct the Minutes & Resolutions to bring your company back into compliance, with our Interactive Business Guide® platform.

Give us a call today at 866-786-3462 or send us an email to: contact@controllersltd.com. We look forward to speaking with you!

Over the last 22 years, Scott L. Arden, was the Senior Asset Protection & Estate Planning Specialist with a leading national asset protection firm. He has advised thousands of business owners, sole proprietors, and investors directly, one-on-one.

He has also been able to help tens of thousands of business owners as a speaker and coach at many business development & real estate conferences throughout the country. Scott has had the pleasure of accompanying some of the industry's biggest names on stage.

Scott is an incalculable asset of wisdom, patience and experience. He has the unique gift of being able to get inside a project at its inception, think out from within the vision and objectives of the Founder(s), and see miles ahead of what anyone could possibly see when just starting. He is, connect the dots fast, asks the right questions and heads off problems before they arise. Most of all, he leads from a genuine passion for helping companies succeed, specifically to be in full compliance and stay on top of complex legalities at every step.

Instilled with these insights and understandings, he and his business partner founded Controllers, Ltd. which is a CFO & Strategic Planning firm in Reno, Nevada.

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Emmie Saavedra is a leading top sales Trainer with Bankcode. Her dynamic Team Arizona won the company's Momentum Award of 2019 last July.

Her expertise lies in communication. Powerful and effective, she teaches businesses and entrepreneurs how to supercharge sales up to 300%, increase profit margins and build lasting relationships in the least time.

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