

# THE PNC VAULT

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Presented by: George C. Fraser



A Few of the Speakers



## OFFICIAL CONFERENCE NOTES

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# Make Your Content Go Viral

With These 10 Psychological Triggers

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Branding & Market  
Domination Strategist



## What's The Secret Sauce?

Most marketers want their message to go viral so they spread their marketing message to millions of people... for free.

Unfortunately, there is no guaranteed way to predict what will go viral. Some of the biggest brands in the world spend a lot of money hiring consultants and trying out different campaigns to see if they can hit a magic combination. However, very few people know what's in the "secret sauce" that is guaranteed to unleash a viral effect.

Viral campaigns are part art and part science. The "art" of viral content is the true secret sauce – this is the mysterious factor that makes content go viral.

There are **10 proven psychological triggers** that can push your viewer's emotional buttons and make their brains light up. These are the triggers that make people fall in love with your brand and hit the share button more often...

Today I'm going to share what I have learned about viral content through the school of hard knocks so you don't have to learn the hard way.

So let's jump in to discover the truth about what makes content truly "share-worthy..."

## Factor 1: Accessibility

This is actually a really simple and almost common-sense factor - your content needs to be easy-to-access.

There are two factors of Accessibility:

- **Anyone can access it.** In other words, don't lock your content down behind passwords, don't make people join your list to get it, and don't put it on a platform that's only available to a minority of your audience. This type of content is different than what you would use for your lead magnet which should require people to join your list to access it.

For example: Don't put a video into a format that can't be accessed without special software. Instead, stick to major formats (like .MP4) and put it on YouTube where it's accessible to everyone.

- **Keep it short and sweet.** Don't shoot a 45-minute video even if you think it is the coolest thing. When your content is too long, most people will look at the length and decide they don't have time to watch it. So keep the content short so that someone can view, read or otherwise consume the entire thing within just a few minutes.

## Factor 2: Share-ability

Here's the simple truth: People are more likely to share your content when it's easy to share.

- Put your content on a viral platform such as Facebook. This platform was designed for sharing content using the "share" button.

*TIP: Whenever possible, put the viral content directly on Facebook, rather than linking to your website. Content that you upload to*

*Facebook is easier to share than the content that you are linking to an offsite.*

- Install “share” buttons for content that you can’t upload directly to Facebook and other viral platforms. One example might be a smartphone app. In this case, you would still advertise and promote the app on viral platforms, however, people would need to visit your site to download the app. When they arrive, they should see “share” buttons so they can post about your app on Facebook, tweet about it, or even email directly to their friends.

**Here’s a pro tip for when you really want great results - Create a Call to Action.** This means you specifically tell people to share your content (and, when necessary, you tell them how to do it).

For example:

- “Share this post if you agree with it.”
- “If you love this video, just imagine how much your friends will love it. Click here to share it with them now.”
- “Amaze your friends by sharing this with them now.”

### **Factor 3: Consume-ability**

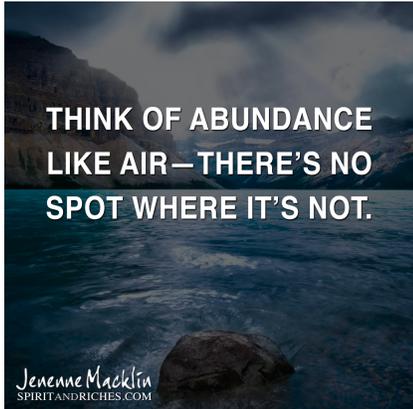
If you didn't already know this, people are a bit lazy. For this reason, don't make people “work” to consume your viral content. Put your content in a format that makes it easy to understand and easy to consume.

Here are the best and most popular viral formats:

1. **Video.** People can simply click the play button watch your video.
2. **Infographic.** This format is visually aesthetic and easy to consume in a short period of time.

3. **Other graphics.** Use memes and social graphics of an inspirational quote with a photo in the background. The viewer can glance at it and within seconds be moved by the graphical content.

Here are some examples:



You can also use articles if you wish, but the best content usually comes format such as: photos, videos or infographics; those are the formats that are easy to consume, easy to access and easy to share – which makes them a great choice for a viral campaign.

If you do decide to share content via a text-based format (like a blog post or a report), then keep these tips in mind:

- **Make it easy to read.** Don't try to impress anyone with your \$100 words. Make the content accessible by making it easy-to-read for your audience.
- **Insert plenty of white space.** Don't put up a wall of text, driving users to the "back" button. Instead, use bulleted lists like this one to create more white space. Also, use short sentences and short paragraphs for easy readability.

- **Break up text with graphics.** These draw the eye back into the content, and make a nice visual aid to reinforce your point.

#### **Factor 4: Fresh and New**

It is scientifically proven that your brain loves new stuff and your brain actually rewards you when you see or do something new. Your brain wants you to actively seek out new stuff.

When you share fresh new content, a part of the midbrain – which is the reward and pleasure center-- lights up like a Christmas tree and releases dopamine, which creates a very pleasurable feeling.

When you put something fresh and new in front of your prospects, their brain gives them a mini-rush of good feelings. Now that they have a good feeling, they want to share this feeling and... BAM! They hit the share button!

The question is: **“How do you create something fresh and new, when it seems like there is nothing new under the sun?”**

The answer: **“You don’t have to create something completely and 100% new”**. All you have to do is take something old and give it a new twist.

Take the “Grumpy Cat” meme for example. It’s often the same exact photo of Grumpy Cat – and yet what happens is that someone adds a new caption to the photo, and the meme goes viral again.

Have you ever seen those lists, such as “Seven surprising things you can do with \_\_\_\_?” (Where the blank is some common household thing, like dryer sheets, dishwashing soap, or coffee grounds.) Obviously, people know what to do with dryer sheets – put ‘em in your dryer. But what these lists do is offer people new ways to use these items,

which is a fresh way to approach the topic; this is what makes a person's brain light up.

## **Factor 5: Evoke Emotion**

In order for you to evoke action from anyone, you first learn to connect with them emotionally. Understanding their emotional buttons is a big plus!

All great novels create an emotional response in people. This is why people eagerly finish books, are sad when they complete them, and then further discuss the book with others.

Copywriters and sales people already know this secret...that people make buying decisions based on emotion, and then justify their purchase with logic.

If you want your content to go viral, then your content must make your viewers feel something. You need to evoke a strong emotional response.

Don't make the mistake of thinking that you need to evoke a negative emotion. Researchers have discovered that the biggest viral pieces tend to evoke positive emotions. These emotions include:

- Surprise
- Amusement
- Delight
- Hope
- Excitement
- Joy
- Interest

Another great strategy is finding a way to connect an old idea to a new emotion. You can do this by discovering an unexplored angle which creates surprise and interest; both of which are strong emotions.

## **Factor 6: Enjoy-ability**

This is an exceedingly simple factor, but it certainly comes into play, big time, with viral content.

When people enjoy your content, they want to share it with others so that they'll enjoy it too.

People want to share the joy of an experience with others. A good experience becomes an even better one when content is shared and discussed.

Sometimes, people share universally enjoyable content because they feel that sharing will raise their social and intellectual status.

## **Factor 7: Ego**

People commonly share content solely for the purpose of spreading joy, education or some other positive content with others; while others have a desired result or experience as a result of sharing.

So let's take a look at two of these ego factors that may come into play when someone is considering sharing your content:

- 1) Identity building - people share content that supports their worldview and builds their identity. So many people have thousands of "friends" from around the world. Their connections are people with whom they've never had a one-on-

one conversation. And the truth is, these folks don't have time to build individual relationships with everyone in their contact list. So what they do is share content that basically says, "This supports my worldview," "This is what I think," "This is who I am." This is why you will see people sharing links, videos and memes about important issues, including political issues, social issues and religious issues.

That doesn't mean you need to create content based on the huge issues of our time in order for it to go viral. Heck no! Just choose an issue that divides people, take a side, and create content showing a strong stance on that issue.

Your content doesn't even have to be serious.

For example, people are pretty divided when it comes to sports teams. If you're in a market catering to a particular sport, you could easily create a meme that makes fun of one team while exalting another. That's the kind of stuff that goes viral, as fans of the exalted team share the meme and laugh.

Not only does this evoke emotion (always a good thing as you learned), but it also builds the sharer's identity by showing which sports team they are fans of.

- 2) Status building – people share content that will make them look good in the eyes of their friends, prospects or customers (which in turn makes them feel better). Content can also be shared to build brand credibility; making your brand look better.

Here are three ways that people use viral content to build individual status in a community:

- **Be the first to share cool content.** This person likes to be seen as the one who always finds and shares the cool stuff first.

- **Share content that will help others.** Sharing content that helps others makes people look good to their friends and it makes them feel good too.

But here's something else you should know about sharing helpful content...

Helping others also trips the reciprocity trigger. When we do for others, they often feel obligated to do for us. That's why if you give a friend a birthday card on his birthday, he'll likely reciprocate and give you a card when your birthday rolls around.

Therefore, someone who regularly shares useful content with others tends to trip the reciprocity trigger and build social capital. When this person wants something from his friends, he's more likely to get it since he's been so helpful to them.

- **Share content that will make others feel good.** People who enjoy something will want to share it so that others can enjoy it too. This factor isn't altruistic – the person is strategically sharing content to build their own status. If sharing content results in making others feel good, then they'll look good to their friends.

## **Factor 8: Relate-ability**

People share when they can relate to the content or when it resonates with them in a powerful way.

Different types of people relate to different types of content. You need to know your audience inside and out before you even attempt to create viral content.

You should know:

- Their age.
- Their gender.
- Their familiarity with pop culture.
- Their tastes in music, movies, books and sports.
- Their education level.
- Their interests.
- Their fears.
- Their hopes and dreams.
- Things that make them laugh.
- Things that frustrate them.
- Things that outrage them.
- Things that motivate them to take action.



You should learn anything you can about your target market.

How do you collect all this information? Here are two ways:

1. Survey your market to gain greater insight; really get to know your market.
2. Immerse yourself in your market. Join forums, Facebook groups, and offline meet ups. Understand the market as much as possible.

Once you know as much as you possibly can about your market, then you'll be better able to create content that they can really relate to.

## Factor 9: Connect-ability



One study suggests that about 78% of people who share content do so as a way of connecting with their friends.

On social media, people aren't having one-on-one conversations with all the contacts in their friends list. So they post something thought-provoking, something controversial, or something that otherwise will engage others or connect people with others.

## Factor 10: Evoke Curiosity

A lot of people who are creating viral content – such as a video – put a lot of thought and effort into creating something polished, professional and share-worthy, however, when it comes to the title or description of the content; they write a few lines that are as boring and dry as burnt toast.

Don't do this!!!!

If you want to kick start a big viral effect, your title and description (where applicable) need to grab attention and get the click. One good way to do that is by arousing curiosity.

The idea here is to create an "itch" that your visitors can only scratch by viewing your content. You arouse their curiosity with a title, and then satisfy that curiosity within the viral content itself.

Now if you want a crash course in curiosity-arousing titles, all you have to do is visit one of the many content-curation sites that specialize in sharing viral content. One really good example of this is the popular site [UpWorthy.com](http://UpWorthy.com).

Today, as I write this, I can find plenty of curiosity-arousing titles on UpWorthy. Here is a quick sample:

- “JK Rowling Responds Perfectly to a Girl Who Gets Teased For Wanting to Write”

*The target market is going to immediately be curious about what JK Rowling told this girl – and they have to watch the video to find out.*

- “This Special Dog is Saving Our Bees – She’s The Only One Who Can”

*This is going to raise questions that can only be answered by watching the video. Why is this dog so special? How is she saving bees? Why is she the only one that can?*

- “These Tigers Have Never Been Swimming Before. Here’s How They Reacted to Their Brand New Pool.”

*This title certainly arouses curiosity about how these big cats will react to a pool. It makes me want to watch it – what about you?*

## **Creating Your Own Secret Sauce**

Creating viral content isn’t 100% science. If it was, then big companies around the world wouldn’t pour so much time, effort and money into campaigns that flopped. There is always that factor that no one foresees that either makes or breaks a campaign.

Unfortunately, there aren’t any crystal balls that can give you a sneak peek into the future of your viral campaign. But what you can do is use the ten factors you just learned about in this workshop.

Let's recap:

Factor 1: Accessibility

Factor 2: Share-ability

Factor 3: Consume-ability

Factor 4: Novelty

Factor 5: Evoke Emotion

Factor 6: Enjoy-ability

Factor 7: Ego

Factor 8: Relate-ability

Factor 9: Connect-ability

Factor 10: Evoke Curiosity

Now the key here isn't to just pick a factor and focus all your time and effort towards nailing that factor. Instead, you want to include as many of those factors as possible. Ideally, your content should be nailing all ten of those factors.

Think about the last big viral video that rolled across your Facebook feed for several. I am betting that it included all of these factors – or at least the vast majority. Am I right?

So here's what I suggest you do next...

Start brainstorming viral content for your niche. Study your market first if you don't know much about it. Then go to sites like YouTube, Facebook and others to see what sort of content is already trending in your niche.

Does your market like infographics, videos, memes or other content?

Do they like humorous, motivational, inspirational or some other content?

What topics seem to grab their attention the most?

Reverse engineer the viral content that is currently working in your niche to see if you can figure out what your prospects respond to, and then create something with similar factors.

*NOTE: Don't create similar content, as that destroys the fresh and new factor. Instead, create content that hits the same factors and triggers as the popular content in your niche.*

Be sure to kick start your viral content. This means you put it in front of as many people as possible on the day you launch it, as this will help it gather the momentum and critical mass it needs to go viral in a big way.

Good luck – and here's to seeing your content on the front page of YouTube or trending on social media soon!

Your partner in success,

Lethia Owens

Branding & Market Domination Strategist

# Crush The Stage

Delatorro McNeal, II  
Peak Performance Expert

Exactly how to Earn Millions by Speaking to Millions

## Explode your Wealth

You must use the platform of presentation to explode your wealth.

**There is money in your mouth, but you've got to get it out.** If you want to succeed more, you have to be okay with failing more.



## You have a Story, Message, and a Journey

Your life experiences are what people want to hear. They need to know that someone went in, but came out. They need your story!

- **What your clients and audience needs to know.** They need the truth about you. They need to know your story, message, and journey.
- **Who can speak.** Sometimes people believe only The Greats can speak to large audiences, but you are great too.
- **Wealth.** If you want to make money you've got to speak.

## What skill do you have that will explode your earning ability?

You are great enough at something to produce more income for you.

What are you good at?

- **Communication.** Do you have a way with words that will move an audience?
- **Talking.** How can you capitalize on your love for talking?
- **Speaking.** Do you enjoy speaking in front of people on a particular subject?

Value your gifts and words. Make everything that comes out of your mouth worth selling.

## Do not give your knowledge away for free!

Learn to put a price on it...

- **Maximize.** You could be losing tens of thousands of dollars each year by you not maximizing your ability to present.
- **What do you know?** From now on your ability to convey what you know is for sell.
- **You are the best.** Be the one who does it the best

## You can talk your way into greatness.

There is power in your mouth.

1. **Who are you?** When you open your mouth you are telling the world who you are
2. **Do not prematurely market yourself.** You have to know what you are talking about before you market yourself or you will market yourself too early.
3. **Learn the art of speaking.** Most important part of your speaking business is your speaking
4. **What I say counts.** You must choose your conversations quickly. Do not allow people to waste your time. Within 30 seconds you can decide if this conversation will be beneficial or not.
5. **Be intentional.** Everything on stage should be on purpose.

## Speaking is the number one fear.

It takes courage to crush the stage.

- **The fear does not go away.** You must show up ready to crush the stage regardless. If fear isn't there, you've gotten too comfortable.
- **Get Nervous.** Experts should get nervous because every audience is different.
- **Talk to them.** You should mingle with your audience. Don't stay behind the scenes waiting to come out, then leave as soon as you're finished.

Replace “nervous” with this, “I am no longer nervous, I have a healthy anticipation of an incredible outcome.”

### **Stop speaking and start serving.**

- People get nervous from speaking, but not serving.
- You cannot serve when you are nervous about appearance and speaking.
- The moment you are okay with you; the audience will be okay with you.

### **Never speak on anything that you can't crush**

### **Twelve step blueprint for Crush the Stage**

1. How to structure your killer keynote presentation
2. Master the communication model
3. How to leverage audience psychology
4. How to be authentic and real
5. How to crush the business to business conference call
6. How to develop rhetorical sensitivity
7. How to incorporate platform neurolinguistics programming
8. How to use visual aid
9. How to be an awesome story seller
10. Leverage metaphors and analogies
11. You will speak seven times at Crush the Stage
12. Sell from the stage with class

**Join Delatorro McNeal, II at Full Throttle Experience on Oct. 26-30<sup>th</sup> in St. Petersburg, FL.**

For more information about Delatorro McNeal, II visit:

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

Delatorro McNeal, II

Peak Performance Expert

# Learn How to Make One Million

Investing in Real Estate

Dr. David Anderson  
Real Estate Entrepreneur &  
Founder of Empowerment



## Self-Financing Strategies

Money is a movement. It requires action to get money. Do not expect something to come to you if you are only sitting on the couch not making anything happen. It is important to get into an atmosphere where we can connect with one another. The goal is to build better relationships with your peers and others above you.

## Learning experiences

Learning experiences help you grow as an entrepreneur:

- As a black entrepreneur you need a self-financing strategy.
- Never take out a loan to start your first business. There are other ways to finance your business rather than using a loan.
- Stay away from loans for your college education. Put money into a cash flowing business and use that money to pay for your education.
- The main goal is to live a debt free life.

## Education Strategies

Lottery is exploding in our communities, giving people a false sense of hope. Instead of putting money into lottery, you should put it into tax lien certificates. It is important to own things in the African-American communities.

1. Tax lien certificates can be purchased and used to pay for your college education.
2. You can use money from a small college loan to buy property, then generate income from that property to pay for your education.

## **Vacation Strategies**

It is time to see the world. Get out of your comfortable environment and go see other places. You cannot remain stuck where you are. Traveling is a learning experience you can grow from.

1. Get emotional support from the place you visit.
2. You can use tax lien certificates you own.
3. Have conversations about what you will do at the top of the year.
4. You do not need to own the property, just have access.
5. Vacations will alleviate stress and health problems.
6. You need to escape. Don't get stuck in one place.

To learn more about Dr. David Anderson's strategies, watch his interviews on YouTube.com.

Dr. David Anderson  
Real Estate Entrepreneur & Founder of  
Empowerment Radio Network

Get Paid Now!

Sometimes we are our own obstacle. There are people who are divinely placed to help us and they are willing to get us where we need to be.

Sometimes the people we talk to are not in the position to help us; even if they love us. It may be impossible for them to move us forward. If you are the smartest one in the group, then you need a new group. Surround yourself with people who will stretch you. It is a good feeling to know you are worth putting extra work into something.



## What's the formula to charge for service?

Real Cost and Hidden Cost- two main elements for charging.

When you are developing your fees, you must understand what the cost is for you to run your business.

### Real Costs

- Mortgage
- Heating/Cooling
- Maintenance
- Electricity
- Web Domain
- Programs
- Printing
- Other

### Hidden Cost

- **Time** You must realize that your time is valuable. How much time did it take to prepare, educate, travel, etc.? Usually people forget to note the amount of time used to execute the plan. They tend to only remember the things that actually cost money.

## **What is my Magic Number? What do I want to make on a weekly basis?**

Set your fees based upon the following:

1. You must know your financial goals and resources invested to know the cost of investment.
2. Analyze your time- How long does it take create your product?
3. The longer you've been serving and learning, the more your value increases.
4. Your financial choices for your business will affect your family positively or negatively. Your household suffers when you do business for free.

## **It's Now or Never! Your Dreams Cannot Wait!**

- **Don't live a life of regret.** You've got to be willing to take chances.
- **You can honor people by living your dreams.** You must push past the pain of people you have lost and live through their legacy.
- **Identify your clients.** If you have to convince someone that they need your business, they are not your client.
- **Know your goal.** You must know the profit goal so you can set a steady pricing!

**"YOU CAN'T QUIT BEFORE THE BLESSING! YOU ARE BUILT FOR THE BLESSING! YOU CAN DO THIS!" - Dr. Stacie Grant**

## **Four Steps to Turn These Dreams Into a Reality**

1. **Believe in yourself-** You must know you can do it!
2. **Take action-** Don't just wait around.
3. **Set a fulfillment date-** Dates are important and will keep you on track.
4. **Create a winning mindset-** Be positive.
5. **Keep going no matter what-** Refuse to quit.

## Seven Steps from Free to Fee.

It is time to stop doing your work for free. Give it a price.

1. **Are you Martyr or Mogul?** Moguls know their value. A Martyr will continue bad behavior.
2. **Sow Sincerely in Order to Reap Bountifully.** Be willing to give.
3. **Identify Your REAL CLIENT.** You won't have to force your real client to work with you.
4. **Say Yes to Bless.** Only signed and paid agreements, no verbal agreements.
5. **Design Your Power Team.** Don't do it alone. Equip yourself with a power team to get paid more.
6. **Provide Results and Increase Profits.** If what you do will work, people will pay.
7. **Be Ready for Primetime.** You never know when a major opportunity might present itself. When it does, you want to be ready.

### Quick tips:

- Be a producer not a consumer
- Create products
- Record every speaking engagement
- Make a list of everything and calculate costs
- You have time, tools, and talent to make multimillions



For more information about Dr. Stacie N.C. Grant visit:

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

Dr. Stacie N.C. Grant

# Tax Lien Certificates

Dr. David M. Anderson, Sr.  
Real Estate Entrepreneur & Founder of  
Empowerment Radio Network

Learn to Create a Million Dollar Net Worth in 12  
Months

## Introduction:

Last year this time, there were 7 partners with approximately a half million dollars in his business portfolio. Today there are 40 partners purchasing real estate. David's company holds property in Atlanta, GA and Washington, DC. The REIT in Atlanta maintains a 5-million-dollar portfolio while DC has acquired 2-million-dollar portfolio within the past 12 months; due to the 2015 Power Networking Conference. That same year, David received the PNC "Entrepreneur of the Year" award, producing momentum for the production of the Generation 1 trailer; receiving an honorary doctorate; and the creation the film Black Friday.

David is responsible for acquisitions and manages a radio show.

## Lack of Momentum

A major concern for black entrepreneurs is a lack of momentum. Tom Burrell (who ran the #1 ad agency in the country) wrote a book title "Brain Washed." This book spoke to black inferiority. The propaganda is there to make you feel less than – it's an agenda. The Power Networking Conference is here to protect your momentum. The conference should not be a place where we come to learn how to make money. Motivation for coming to a conference of this nature should cause you to ask questions like, "How do I protect my momentum?"

Twelve months ago David was only speaking about a concept that he has now exceeded five times over. David desires to create a system of momentum in the black economics.

## **Importance of Net-Worth Empowerment:**

“Primary residence NEVER has value – even if you don’t have a mortgage.”

## **How did success happen for you? Not having these:**

- **Student Loans**
- **Primary Residence Mortgage** – Huge NO NO! No debt! Look up the definition of a ten
- **Car Loans**
- **Credit Card Debt**
- **Child Support**

**Building the Established Floor** – Generate Cash Flow! It’s imperative to a business.

Choose a system that you can implement and that will work for you. There is a value in experience, and when you can duplicate your system you are successful.

**Direct Investment** – \$500,000 Investment – Government has a program that doesn’t use a credit check – all you need is a business plan - [www.thefinanceresource.com](http://www.thefinanceresource.com) - you have to create 10 jobs in order to get the loan. This is good for people who want to purchase a franchise.

1. **Tax Lien Certificates** – Buy the real estate taxes and hold it for 12 months (some states less than 12 months).
2. **Sheriff Sale** - Buying foreclosures at the **Sheriff’s Sale** or auction is one of the best ways to make big profits in the distressed foreclosed property.
3. **Super Tax Liens** – Fee simple title – buy, hold, own – period.

We must be ready to invest in each other and in ourselves.

PNC Offer- 5 Hour Audio Book on the interface #1 for \$49 (originally \$99)

Dr. David M. Anderson Sr.

Real Estate Entrepreneur & Founder

of Empowerment Radio Network

# The Print Money Formula

Larry Beacham  
Founder of Champion Builder  
Consulting

Take the walk-around knowledge you already have and transcend that into income.



## Introduction:

Larry Beacham is transparent and freely shares his heart with people.

He has a natural and honest desire to help people. His mantra is to “Build the people who build the business” and to remind them that “The amount of money that you are making right now is not the maximum amount that you are capable of making... You have something in you that can turn into money.”

Larry was “the cable guy” for 10 years. From cable, Larry took a desk job resulting in a layoff with 5 children at home. After the frustration of being laid-off, Larry got into lead generation on LinkedIn and wrote an eBook that made over \$16,000 over night. “The greatest revenge is massive success.”

What is your “I know” statement? This is not your job. This is stuff you know and are good at, but you are not getting paid for.

“It’s okay, to ask them to pay.” You need to learn to ask one unapologetic question.

## #1 Challenge People Face:

1. It’s just me-ides. – Led to believe there’s no cash value in what you know or do.
2. Sava – Just want to help people – giving your gifts and talents away for free.

Write down one “I know” statement. Think of that as “Mount \_\_\_\_

At the top of the mountain – are the gurus and experts. At the base of the mountain are those who want to know your gifts and talents.

Using the analogy of the mountain man from The Price is Right

You are somewhere in that incline – in the process of getting to the top. Get into your money zone. You don't have to be a guru or know-it-all, but you still can be compensated for your knowledge.

## **#2 Challenge People Face:**

We tend to go after people with dull pain. We set ourselves up for failure. They are not in “enough pain” to make a choice to change.

You need people who are ready to pay for the solution, with credit card in hand.

Train yourself to see opportunity.

## **3 reasons why you need the Print Money Formula**

- **Personal Daily Cash Need** – Consistently put your product out
- **Business Needs** – Don't wait for your next paycheck to invest in your business
- **Build Confidence** – Seeing yourself make money helps build your confidence

## **Infrastructure Statement – (Nicole Cooper)**

When you operate in your purpose, you position yourself for your platform. When positioned for your platform you will never be concerned with how you are going to make money.

“You are worthy to be compensated for your assignment.”

“Expose yourself to something bigger and greater than where you are now.”

There are 2 ways of living

- Farmer – plant and wait
- Hunter – catch and kill

Stop looking at what everyone else is doing. The more you look at what everyone else is doing, the more insecure you become.

Answer these few questions: (yes or no)

1. I am selling products weekly that do not require my labor?
2. I have affiliates who are marketing my products?
3. I have a library of digital content for those who are looking for me online?
4. I have a merchant account that I use regularly?
5. I am running transactions daily on automation?
6. I'm currently using a CRM and not email?
7. I host webinars and conference calls every week?

Is your labor-based business stunting the growth of your money tree?

Formula = Digital Product + Instant Download + Instant Payment Process + Quality Traffic

Larry's website: [Printmoneyformula.com](http://Printmoneyformula.com)

Larry Beacham

Founder of Champion

Builder Consulting

# Non-Profit Success

Sherita Herring

Join the Big Boys

## Collaboration



Learn to collaborate with others who are lining up with your goals.

Non-Profit and government can collaborate in business and community issues. It is important to get out of the normal pattern and develop your own pattern. Anytime you are working with youth or empowering others, you should look into grant funding. Organization should be listed as nonprofit.

## How to search for grants

Put your information into the search engine, but be specific. Examples are below.

**Grants, “Leadership Development”**

**Grants, “Massage Therapist”**

**Grants, “Youth”**

Be sure to include the quotations around what you are searching for so the search engine will keep the context of the search together as a whole.

## Hybrid

1. The IRS has to know who to tax and who not to tax.
2. You can have a nonprofit and for profit.
3. When you start another business, it should be around what you already do.

## Education

1. Fashion Designers have scholarships
2. Scholarships are merely grants
3. Grants help those who cannot afford

#### 4. Grants are like savings accounts that need to be used when necessary

Sometimes people have a different expectation of grant funders and believe they are jumping through a lot of hoops when really the person applying for the grant doesn't fully understand the process. You can have different funders for various parts of your plan. A grant proposal is nothing but a big resume. Once the proposal is written you can keep using it. Send the part of the plan that is for a certain grant funder instead of sending the entire plan. This will help with getting different funders for various parts of your plan. Grants allow you to collaborate with other companies to help repair things in your nonprofit organization. A nonprofit is a business. When people look at the nonprofit they expect less than they would from for profits. The standard is dropped for nonprofits, but nonprofits have a high standard just like for profits do. Nonprofits can charge a fee. Everything doesn't have to be free. When you build your budget you have to think about things that may happen including building staff.

**When you are working in a group, you must know your strengths. That includes in your organization and your community.**

Attend city council meetings so you can keep track of what is happening with empty buildings in your community. People don't come in and take-over what is occupied, they take what is left empty. It is important for us to know what is happening in our community.

**Non-profit Arena is the Stepchild of Business** article written by Sherita Herring

For more information about Sherita Herring visit: [www.kifoundation.org](http://www.kifoundation.org)

Sherita Herring

Nonprofit Organization Expert

# Shift Your Brilliance

Simon T. Bailey



## Shift

When it is time for you to go to the next level you can feel it in your spirit. When it is time for your life to shift you get uncomfortable being comfortable. **What would you do if you knew you couldn't fail?**

**What makes you come alive?** If you miss your timing, you miss out on everyone who was assigned to you for that time.

## Shift You

You should be intentional about where you are headed and there should be a plan.

- 1. See yourself differently.** If you don't see yourself differently you will always speak to where you are instead of where you are going.
- 2. Move.** You have to develop an exit strategy from your career to open your own business. Have a book with you at all times so you can take notes on what you are learning where you are.
- 3. What do you know.** You should be paid for what you know not what you do.
- 4. It's about how you see yourself.** People will pay you what they think you are worth. You cannot give people permission to pay you how they see you or you'll never come into wealth.

Serve for where you are going. Don't roll up on a billionaire with your hands out, rather ask how you can serve them. Wherever they are going in the ocean of life, they will take you with them because of the relationship.

## Become a multimillionaire in relationships.

- Know their preferred method of communication
- Know their birthday
- Know their anniversary

Move from being one dimensional to multidimensional if you work for a company. If you are an entrepreneur you must be mentored by someone who makes more money than you because they'll speak a different language.

## Three questions to ask when igniting a vision

1. **Why am I doing this?** If you do what you do for money you will not be in business for long.
2. **Who can I help?** When you help those who can do nothing for you the law of reciprocity still works.
3. **How do I elevate the customer experience?** Customer love is a mindset.

In the recommendation economy people will talk about your brand.

Stop selling and start connecting. When you sell it is a transaction. When you connect it is building a relationship.

## Take the wheel

- Where have I been? What do you do well?
- Why am I here? The greatest tragedy is not death, but to be alive and not know why.
- What can I do? The brain goes to work on your behalf to bring dreams, hunches, and imaginations. Everything you need to succeed is in you. When the brain is worried the brain slows down. When stress, fear and worry slow down your operation system. Your brain is the most important economy.
- Where am I going? What is your strategic life plan?

- What habits or behaviors do I need to stop and start?
- Engage your gears. What do I want and need the most? What you want wants you. What you are ready for is ready for you.

**If you do not intend to do something within 24 hours, the intent will diminish.**

If you are in a group where the people cannot stretch you, you will remain in the same place a year from now. They cannot take you somewhere they've never been.

Your associates must add value to you. You cannot be the smartest person in the group.

The shift in your life wants you to pull the blessing to you.

For more information about Simon T. Bailey visit: [www.simontbaileycommunity.com](http://www.simontbaileycommunity.com)

Simon T. Bailey



### Employment

The focal point of the discussion of employment is for you to understand there is opportunity.

**Definition of the purpose of this conversation: A set of circumstances that makes it possible to do something.**

If we are being encouraged to do business with each other, how can we do that if we don't start getting into business? You must develop your business idea and the how-to in order to get it done.

### ComproTax Inc.

The history of the company:

- Conceptualized in November 1982 by Jackie Mayfield
- First two tax season were sole proprietors
- Started a tax school
- Incorporated the business in July 1984
- Complete/Professional (ComPro)
- Operated only in Texas for 10 years before expanding into 25 states
- Roughly 300 affiliates
- Thousands of people have gotten their start through this company
- 130 offices

## Ten Big Claims About ComproTax

Claims from the company if you join business with them.

1. Teaches you taxes
2. Teaches you the business
3. Pay no franchise fee
4. Provisional time to grow
5. Flexible system
6. Have wide range support
7. Pay no royalties
8. Obtain stock incentives
9. Advance without limits
10. Make BIG MONEY!

### ComproTax Offers:

- Classes are online and in the evening for classes through ComproTax.
- You need no prior experience to work with ComproTax.
- Have business plan development assistance for you
- The company will continue to be interested in your success
- The company understands you need time to grow and will help in the process
- Office space, computers, furniture, phones, software, printers etc. will be provided
- Advertisement will be provided to you as you grow your business
- Totally self-employed
- Control when you work
- Your clients can be anywhere in the US

There are a lot of people in the tax business who do little with growing their business. You can come into the tax number and have big numbers with ComproTax.

To learn more about Dr. Jackie Mayfield and Comprotax visit: [www.ayanetwork.com](http://www.ayanetwork.com)  
and [www.comprotax.net](http://www.comprotax.net).

Jackie Mayfield  
Income Tax Expert

# Enough is Enough

Allyson Byrd  
The Profit Accelerator

Don't leak greatness – overflow in it.

## What's up with your dream?

What stops us: humanity, people of color, women and men from achieving at big levels? Global scales? Why is there one Oprah? One Steve Jobs? One Mother Theresa? One Martin Luther King? Why is there one dream?



## Do you need a power pack?

When our phones die we find the nearest outlet plug in or we pull out our power packs. Do you need a charge? If your battery has been drained, find a few ways to recharge below:

- **Be a cup not a pitcher.** Stop walking around on empty. You can't pour, pour and pour without getting what you're pouring, poured back into you.
- **Be blessed not stressed.** Time to DEFRAG. What chunk of stuff are you carrying around in your cup? You must find a way to get the chunks out of your cup.
- **Be honest with yourself.** Everything that looks and feels good to you isn't for you. Listen to the signs; sometimes you have to just walk away when your gut tells you to walk.
- **Dream BIG.** Some of us are dreaming half full dreams. We have to give ourselves permission to dream big and we need to run full force to those big dreams.

- **Stay the course.** Stay the course even when you don't have the full map or navigation.
- **Seek out great mentors.** Great mentors are not attracted to needy people; you get great mentors by being great.

"I know you now but I'm excited about who you're going to become tomorrow!" ~

Allyson Byrd

**Overflow: Go chasing waterfalls. Don't stick to the rivers and the lakes that you're used to.**

### **It's time for your life to overflow!**

It's time for you to exceed above and beyond and go after four-figure cycles of success: \$9K, \$8K and \$6K wins. Are you ready to begin? Answer the three questions below to get started:

1. What's my measure of overflow in my life?
2. Is my cycle of success too long from the sale of my product/service to the money?
3. Am I prepared? Am I prepared for the pendulum of success to swing my way?

"Live in a place and space of overflow." ~ Allyson Byrd

## Top Overflow Tweetables:

- “Less pass more than diabetes to the next generation.”
- “I’m not trying to get you to pay your light bill. I’m trying to get you to be the light.”
- “Let’s create freedoms, breakthrough and consciousness.”
- “Stop leaking greatness and start overflowing in greatness.”
- “Don’t look better than you really are. Be better.”
- “Time to move from a labor consciousness to a wealth consciousness – get paid for what you know not what you do.”
- “If you wanna create something massive for yourself – you gotta study the greats.”

## Must-have Success Supports:

- Self-Support
- Community Support
- Financial Support



**SAY YES!**  
Expand Your Business, Multiply Your Income,  
Slash Down Your Working Hours By Half,  
and Streamline Your Life

## Wealth Breakdown:

**15% = skill, knowledge, talent and education.**

**85% = your generosity and willingness to rise above adversity.**

“Before you can find multiple streams of income you have to find one string.” ~ Allyson  
Byrd

Allyson Byrd

The Profit Accelerator

# Guide to 7 Figures

Trevor Otts  
Marketing Coach, Advertising  
and Branding Expert

Learning the Evergreen Revenue Model

## Introduction:

Do you want to be told what you need to do or do you actually want get something done? You will learn and actually implement the #EvergreenRevenueModel, the most comprehensive sales and marketing system in the world. If you ever wanted a system that included social media, marketing, sales, and automation this is it!

What are you doing to turn your revenue into a renewable resource?

Look at revenue as something that expires, which has limits.

What must I do to turn my revenue into a renewable resource?



## Blue Print to Take Your Business to the Next Level

Every business starts off with prospects and leads. This is the beginning of every business, the more leads and prospects you have, the better your opportunity to generate revenue.

## Evergreen Revenue Model

In today's society, you are lead to believe you are replicating your revenue, however in fact you are replicating your labor.

No more "rinse and repeat." No more funnels – a funnel is designed to bring people in and push people out. An ecosystem is designed to bring people in and keep people in. You're building a circular model. Replace funnels with ecosystems.

In order to break the 6-figure barrier, all you need is approximately 100 customers and the 7-figure barrier; you just need 1000 customers.

### **There is a huge difference between a prospect, a lead, and a client**

1. Prospects – a person indicated by their actions that they are interested in your products, services, mission or brand
2. Leads – a person interested in your products, services, mission or brand
3. Client – a person who has taken a series of actions, indicating their interest in your products, services, mission or brand

“The purpose or goal is to attract leads and to generate prospects”

“Clap with you wallet!”

“There’s more money in what you know than what you do”

### **Netflix vs Blockbuster:**

Netflix – Monthly subscription based program (built one time and they reap the benefits forever)

Blockbuster did not stand a chance against this new innovation. This is a result of refusing to adapt.

Are you getting “beat up?” – that’s when your bank account doesn’t reflect how good and talented you really are. You don’t believe you can make a difference and a dollar.

### **Formulas:**

Interest – Action = Lead

Interest + Action = Prospect

Interest + Action + Series = Client

“You have to date your clients.”

“You have to think of your marketing model as more of a process – it’s not a one size fits all.”

Value of a lead is \$0

Value of a prospect is \$1.15 (per person, per month) - \$1 (approx.)

Example: Want to make \$120,000 a year? – You need \$10,000 a month which means 10,000 prospects need to be generated per month.

How? The person who out-gives the competition, out-earns the competition

“Replace your revenue goal with your list goal.”

“People pay first with their information, second with their actions, and third with their money – if you take it out of order you cut your revenue by 80%.”

- Create and package your knowledge – offer something for free
- Acquire a text message auto responder
- Lead to a squeeze or landing page (gives specific information about a specific product and request a specific action) – Don’t ever collect information you don’t need
- Thank you page – for purchasing your product or service

Notification-based System – Ability to send a message to someone who opens their browser

1. Browser-based – Firefox, Chrome, Safari, etc.
2. Message-based - Skype, Facebook Messaging, etc.
3. Facebook Notification

If you spend the majority of your time managing others within your business, you are a supervisor. You are not a CEO, you are a manager. You have to stop spending your time managing and use systems that can help you make money.

Is the responsibility that you want to produce in your business based on you or on your systems? You – you will fail, but your system won't!

The Evergreen Revenue Model is a sequence

Part I - The Evergreen prospecting sequence – a jumpstart to your business

Part II - Evergreen engagement

Part III – Evergreen Sales Program

Part IV- Services Program

Part V – Affiliate program

What if you had an entire team working with you and creating your systems? It takes 3 days to do this – we will overhaul your branch.

Trevor Otts

Marketing Coach,

Advertising and Branding Expert

Visions should be monetized.

## Do you Wanna Make Some Money?

Shift from a labor based model to a wealth based model. If you stay in a labor based model, when you get a cold - your business, your vision and dreams get a cold. When you go on vacation - your business, your vision and dreams go on vacation. With a labor based model, you cannot have two pleasures at one time, because money isn't being made when you're not working. A wealth based model allows you to leverage what you know versus what you do. Does that sound good to you?



## Making the shift – a few live examples from PNC:

- A brick and mortar boutique owner shifts her focus from in-store sales to image consulting courses to teach women how to dress for success wearing the dresses in her boutique.
- A tax consultant shifts his focus from one-on-one consulting to in-person and webinar style tax classes and incentivizes attendees to bring friends.

“What do you desire and what do you deserve? Be unapologetic about both.” ~

Allyson Byrd

## Are you ready to shift?

- **Step 1:** Identify your highest revenue opportunity.
- **Step 2:** Ask yourself “does it have to be me?”
  - Remember: the answer to who doesn't have to be you.

- **Step 3:** Identify what's "yours" vs. what's "theirs" and outsource "theirs."
  - **Step 4:** Draft a sales cycle with monthly and yearly growth goals.
  - **Step 5:** Sale and repeat.
  - **Step 6:** Edit your sales cycle by finding ways to compress the time.
  - **Step 7:** Create efficiencies and opportunities for others to run your sales.
    - Become the overseer not the laborer.
- And that's how you move from a labor model to a wealth model. -

## People Thriving:

- Linda's Profit Acceleration Formula:
  - Step 1: Identify Linda's highest revenue opportunity.
    - \$250,000 speaking tour = 166 sales @ \$1,500 per sale
    - 166 sales = 9 clients per speaking engagement for 18 engagements with an audience size of 100 people or more.

Note: speakers without experience on average can get 10 % of their audiences to sign up for a \$1,500 coaching package, and 3-5% of their audiences to sign up for a \$10,000 package.

- Step 2: Ask "does it have to be Linda?"
  - Yes to speaking.
  - No to securing the engagements.
- Step 3: Identify what's Linda's vs. what can be outsourced.
  - An Upwork freelancer can do the market research for Linda's 18 speaking engagements and he/she can also secure the sale.

- Linda will provide the freelancer with the demographics for her ideal audience (age, income, gender, etc.) and the dates she prefers to speak.
  - Linda will also utilize ambassadors to get people to the engagement. She will incentivize ambassadors with gifts if they can get 10 people or more to the engagement.
- o Step 4: Sale and Repeat.
    - Linda will speak at 3 engagements per week in the city where she resides and in cities that are 1-2 hours away from where she resides.

### **Daily Mantras to THRIVE:**

- I will accelerate my profit.
- I'm gonna break from the cult called average.
- I don't need anyone's permission to exist in my greatness and giftedness.

### **Reading Resources to THRIVE:**

- James Allen – As a Man Thinketh
- Kathleen R. Allen and Peter Economy – MBA for Dummies
- Napoleon Hill – Think & Grow Rich
- Steve Harvey – Act Like a Success

Allyson Byrd

The Profit Accelerator

# Six Figure Credit Blueprint

Lethia Owens  
Branding and Market  
Domination Strategist

## Business Credit

I'm excited to share this information with you not because I am an credit expert. I am excited to share this information with you because these are the strategies I have used to build business credit to fund my business growth and I think every business owner should understand and learn to leverage business credit.



Some people believe that credit is bad, but sometimes it is necessary for your business due to necessary funding of your vision. Having access to business credit helps you move forward and not be held back by the limitations of your bank account.

## Effective actions for building credit

There are necessary rules to follow that will help build your business credit.

Three rules to follow:

1. **Establish business credit and understand it takes patience and a strategy.** Don't go through the process too fast or you'll get flagged.
2. **Build Business credit before you need it.** Don't wait until you need it because you'll want to take a short cut. Your credit score will drop if you rush the process. Others may take advantage of you
3. **Separate your personal liability from your business credit liability.** If you use your name and something happens, creditors will come for you.

## Business Vocabulary

There are some similarities between personal and business credit. Differentiate between the vocabulary.

- **Dun and Bradstreet (D&B)** - Monitors all information from vendors you with whom you have credit. They call this **Trade lines** (the business version of credit line).
- **Paydex**- Means the same as fico score on the personal side.
- **Experian**- Major player in business credit
- **Equifax**- Major player in business credit
- **Fraud Risk Score**- How risky is it to do business with you. There can be no mistakes in addresses, date for incorporation, set up all business entities correctly, etc

## Common business scores

- Measures your payment history
- Predict chance of default on loan
- Predict chance of going out of business
- 100 Paydex score means you have paid your bill **30 days** ahead of term.
- 90 Paydex score means you have paid **20 days** ahead of term.
- 80 Paydex score means you pay **on time**.
- 50 Paydex score means you have paid 30 days past the term

## Ten steps to make sure you are credit worthy

1. Verify the company's name is unique
2. Decide on an official location (home, local office)
3. Make sure you use a dotcom, not dotorg or dotnet
4. File your articles of incorporation
5. Get a Tax ID number
6. Use your EIN for applying for the business credit
7. Open up a business account
8. Get a business phone line use google voice, Evoice, ring central, or grasshopper

9. List your number in the 411 directory
10. Create a website- **Home Page** should tell what you do. **About Page** should give the mission and vision statement, **Services Page**- isn't necessary, but adds value.

## The Secret Sauce

### 5-3-2 Formula

- **Five** vendor lines of credit reporting (Net 30, Net 60)
- **Three** revolving lines of credit (Business credit cards)
- **Two** companies who report to D&B to give you a business loan

If you know you will need business credit, it is better to start now than later. Use your EIN for business credit, not your social security number.

Dun and Bradstreet may try to convince you need them to set up business credit. It is not true. You can do the work yourself and have a D&B number. Creating your own profile will create a Paydex score. Scores are calculated by weighing the type and quality of your company.

For more information about Lethia Owens, visit [www.lethiaowens.com](http://www.lethiaowens.com).

Lethia Owens

Market Domination Strategist

# Notification of **Payment Received**

Brother Bedford



Brother Bedford came from the entertainment industry as a performer. He considered himself “unemployable.” He promoted performers such as Gladys Knight, Jodeci, Smokie Robinson. Brother Bedford was the first promoter to book Ced the Entertainer on BET comic view.

He later got involved in real estate and was introduced to how he could package his knowledge, expertise and passion to be sold on and offline.

Brother Bedford's passion for African American entrepreneurs took him in the direction of starting a website titled How to be a Black Entrepreneur. In this website Brother Bedford shared his insights on business, entrepreneurship and real estate.

Bro Bedford was motivated by a book titled “Conversations with Millionaires.” Bedford was appalled that there was only one black millionaire – Famous Amos

2 books that are a must read: A Black Choice & Success Runs in our Race

## **Two great tools:**

FreeConferenceCall.com

Fiverr.com (starting at \$5)

Different formats for your information products:

- Audio
- E-Books
- Tele-seminars
- Webinars

- Online Courses
- Coaching
- Membership Sites

70% to 75% of the US make \$50,000.00

You can sell your product online and make this amount as a supplemental income!

Create products that fit and feed needs of your audience.

“All you need to succeed you already have.”

Formula to getting everything you want

- Drive Traffic - Capture Leads - Follow-Up - Conversations

## You are in the “Show Business”

You have to show that you are an authority in your business field.

What if these large brands begin to promote you? Create content that solves problem. Share ideas and knowledge.

## FAQ's

- What 10 questions are you always asked by prospects and clients about your business?
- What questions should you be asked by prospects and clients? – these answers brand you as the expert

Your videos should no more than 3-5 minutes. Make sure to lead your viewers to your site.

Those same 10 questions can also be used for webinars.

Think about having your own show – channel

Take those same 10 questions and turn it into:

- Audio File
- Podcast (iTunes)
- Video
- Book

### **ALWAYS CREATE A CALL TO ACTION!**

#### **Mobile Casting:**

- Landing or Squeeze Pages – to gather information in order to reach out and touch the consumer

#### **Build a List**

**Speak out your book.** Record your thoughts and ideas for your book. Have a company like Fiverr to transcribe it.

Brother Bedford

# Achieving Better Credit

Dr. Shakira Stewart  
Chief Executive Officer  
Optimal Payment Solutions

Cleaning your credit shouldn't clean your pockets.

## Achieving Better Credit is as easy as ABC

Life happens and when it does it can affect your credit.

But don't fret, if your credit has been damaged there are simple things you can do to clean it up yourself. You don't need a credit repair service - you just need the steps below.



### Steps to Credit Cleaning:

- **Take responsibility** – stop doing the same thing expecting different results. Cut your credit cards and use cash instead of a debit card. The goal is to make your money as less accessible to you as possible.
- **Check your credit report** – your credit report is your report card. It's a road map that gives you insight to roads in need of repairing and should be checked often.
- **Call your creditors** – stop dodging and ignoring the people you owe money to. Talk to them to work out a payment arrangement and plan. Note: you can also negotiate to have late fees removed before repayment.
- **Pay the arranged amount on time** – the amount of time you take to pay affects you more than the amount you pay.

- **Ask the creditor to reduce the status** – during repayment, you can ask the creditor to reduce the status of the debt from “collections” to “paid.” Be sure to call the creditor not the collection agency.
- **Consolidate** – if you have debt on multiple lines of credit – transfer all of the debt to the line of credit with the lowest interest rate.

“You are responsible for the situations that you are dealing with and only you can get yourself out of them.” ~ Dr. Shakira Stewart

### **Types of collection agencies – know the difference!**

- Collection agency hired by a creditor – these agencies are hired by creditors to collect payment from you. Sometimes they pay your debt prior to calling you and sometimes they don't. If they call, check with your creditor before talking to them. See if they will allow you to arrange payment with them instead of the collection agency. They can say no but it's worth asking; to avoid the agencies fees.
- Collection agency not hired by a creditor – these agencies find your debt through public records and usually charge a higher repayment fee. **DO NOT** make any arrangements with these types of agencies; call your creditor immediately to arrange payment.

### **Free debt cleaning resources that work:**

- Federal Credit Union debt consolidation programs.
- Balance Pro Financial Fitness Program.

“No credit no problem – get a credit builders loan from a Federal Credit Union like  
Aspire.”

~ Dr. Shakira Stewart

Shakira Stewart

Chief Executive Officer

Optimal Payment Solutions

# How to Write Without Stress

A stress-free, quick and easy way to publish your story

Dr. Rosie Milligan  
Author, Lecturer,  
Radio & TV Personality



## What Do You Owe the World?

Back in the day our ancestors used to pass on stories by word of mouth. Some of them even passed on stories by pen and paper. However, these manuscripts were hidden in closets, drawers and under mattresses – never to be seen and never to be heard by the world. What are you hiding? What do you owe the world? If you have any knowledge that can benefit others – you need to pin, publish and tell your story!

“Can you imagine the stories in the cemeteries?  
I wish I could just wake them up!” ~ Dr. Rosie Milligan

## Be the Publisher:

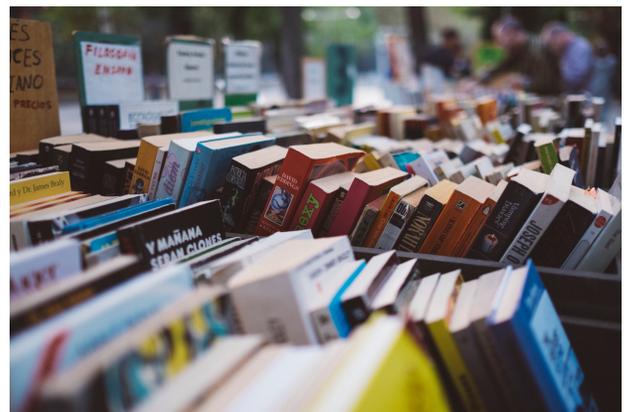
- **Shift your mindset** – everyone has the ability to make money from their published works and to be their own publishing house. Stop short-changing yourself by saying “I’m just a little self-published author” or “I don’t need to make money; I just want to write a little book.” Regardless of the size and location of your operation, you can be a publishing company that makes lots of money!
- **Read, read, read** – if you want to be a writer you need to be a reader, because reading helps you get ideas about different types of writing styles and book formats.

- **Get pregnant** – it's time to get pregnant with your book baby. BUT, before you get pregnant know why you're writing, what you're writing, who you are writing to and how you plan to advertise and market your book.
- **Write, write, write** – write with a purpose and passion. Don't worry about the chapters and title in the beginning; the chapters and title will come later. If needed and if you have the financial resources to do it, hire a writing coach or a ghost writer.
- **Rewrite** – you should rewrite your book 3-4 times before publishing it.
- **Deliver your book baby** – the time has come to have your works edited, titled, formatted, copyrighted and published. There are many resources that can help you do this.
- **Distribute your work** – what's your distribution goal? How many do you want to sell? How many do you want to give away? Where do you want to sell them? Where do you want to give them away? Libraries, friends, friends of friends, children's friends, book stores, book parties, etc. In short, what's your marketing plan?

“What's your hook? It's the hook that sells the book, but make sure your hook (your title) matches the content.” ~ Dr. Rosie Milligan

### Why Write:

- Increase your credibility.
- Make you an authority to speak.
- Provide information people need.
- Create a profit center for you.



## **What to Write:**

- Write about something that matters – you should get something from your book and so should your readers.
- Write something that is true and genuine to you – your book should be the best of you and a true reflection of you. It should be content that you can stand by and defend.

## **Who to Write:**

- Who are you writing for?
- What is your message for them?
- What do you want to say to them?

“Print on demand and don’t go anywhere without your books!” ~ Dr. Rosie Milligan

Dr. Rosie Milligan

Author, Lecturer,

Radio & TV Personality

# YOU Are The Magic!

*BE Extraordinarily YOU!*

## **Knock! Knock!**

*“What would happen if we studied what is right with people versus what is wrong with people?” ~~Donald O. Clifton, PhD*



**Bernée E. Long**  
Talent Development Coach

Most college and college-bound students believe that once they receive a degree, the doors to their dreams will magically open. In reality, there is no magic in a piece of paper. What many people don't know is that each of us is born with a unique set of natural talents and abilities. When identified and developed, these talents allow us to reach our fullest potential. It is our talents combined with skills and knowledge of those talents that lead us to our greatest achievements and success.

So, what would the world look like if we were taught as children to focus on our talents rather than on our deficits? This session is designed with today's young people in mind. It seeks to let them (and those that care about them) know how uniquely talented they are. It will also help them to see the connections between their unique talents and their future calling in life.

## **The Door to Your Potential is YOU!**

There is no magic in a piece of paper, *i.e.*, a degree! YOU are the magic! Being the best YOU is the key that unlocks the door to your potential. So, how do you set yourself apart in the crowd of more than 1.79 million bachelor degrees awarded per year?

*“Don’t try to be better than anybody out there. The only person that you are supposed to be better than is the person that you were yesterday.” ~~Daymond John*

- **BE THE BEST YOU.** People pay for experts. They don’t pay us to be average. Don’t focus on fixing your weaknesses. Instead, focus on doing more of what you are naturally good at. In Malcolm Gladwell’s book, *Outliers*, he says that it takes about 10,000 hours of correct practice to achieve mastery. Focus every day on doing what you do best! Focus on who YOU are and what YOU have to offer. Don’t focus on what you don’t have. Your best opportunity for success lies in building on who YOU are, not in trying to become someone you aren’t. It is impossible to consistently be someone else!
- **EVERYONE HAS TALENT.** Talent is a naturally recurring pattern of thought, feeling, or behavior that can be productively applied. Talents are gifts that we are each born with. They occur as naturally as breathing and we often take them for granted. However, you don’t want to take them for granted because it is through our talents that we tap into our greatest potential. Our talents give us a unique power and edge. They help us understand who we are. They describe us. They influence our choices and direct our actions. They explain why we are better at some things than others. There is a direct correlation between our talents and our achievements, so it’s important to know, understand, and value our talents.
- **THE MOST MATURE TALENTS ARE STRENGTHS.** Strengths are developed. Strength is the ability to consistently produce a positive outcome through near perfect performance in a specific task or activity. To finish with strength, start with talent. Talents are like diamonds in the rough, while strengths are the finished product, produced when you refine your talents with knowledge and skill. Like Stephen Curry, you can take your talents to a phenomenal level by learning what they are and working them out like muscles.
- **FIVE CLUES TO TALENT.**

- **YEARNING:** To what kinds of activities are you naturally drawn?
- **RAPID LEARNING:** What kinds of activities do you seem to pick up quickly?
- **FLOW:** In what activities do you seem to automatically and intuitively just know what to do?
- **GLIMPSES OF EXCELLENCE:** During what activities have you had moments of subconscious excellence when you've asked yourself, "Wow! How did I do that?"
- **SATISFACTION:** What activities leave you with that feeling of accomplishment, *i.e.*, the rush of "Ooh, I can't wait to do that again!"?

## Why Does All This Matter?

Studies show that people who focus on using their strengths are 3 times as likely to report having an excellent quality of life and are 6 times as likely to be engaged at work. Being able to choose your life work doing what best suits you, will keep you living rather than existing during your lifetime.

When you are happy and engaged, maximizing your talents and using your strengths, you won't have to settle for just any old job to provide for yourself and your family and to pay the bills. When you do what you love, it won't feel like work and you'll look forward to getting up every day to do it. People who focus on using their strengths maximize their potential.

- A strengths-based personal development approach allows for exponential growth while fixing weaknesses leads only to incremental growth.
- A focus on weaknesses may prevent failure, but a focus on strengths leads to excellence.
- Choose to explore daily what you do well so you can do more of it.

## Parting Thoughts

*"The greatest good you can do for another is not just share your riches, but to reveal to him his own." ~Benjamin Disraeli*

Thank you for spending some of your time with me today. I am passionate about the work that I do making a difference in the lives of young people and feel tremendously blessed to be able to do work that I love! So, I invite you to join me on this journey to spread the message that YOU Are the Magic!

Tell a young person that their life matters and the world needs their talents. Every child may not be college bound, and indeed, not all entrepreneurs are college graduates; but everyone has talent and the potential to do something positive and meaningful with their life.

It matters not whether the car is a Bentley, Mercedes, Aston Martin, or BMW, they all have engines that need mechanics to take care of them. Likewise, all houses have plumbing and HVAC systems. People pay for experts in every field of endeavor, so I leave you with these words from Dr. King:

*"Whatever your life's work is, do it well. Even if it does not fall in the category of one of the so-called "big" professions, do it well. A man should do his job so well that the living, the dead, and the unborn could do it no better. Sweep streets like Michelangelo painted pictures, like Shakespeare wrote poetry, like Beethoven composed music."*

## HOW TO BEGIN DISCOVERING YOUR TALENTS

Be willing to invest in your own success and believe that YOU are worth the investment. You can begin the talent discovery process by taking the Clifton Strengths Finder assessment at [www.GallupStrengthsCenter.com](http://www.GallupStrengthsCenter.com). If you are among the first five to

contact me with your Top 5, you will receive a complimentary 30-minute coaching session with me!

To Your Success,

**Bernée E. Long**

Talent Development Coach

Intellection | Connectedness | Futuristic | Learner | Achiever

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# The Secret Formula to **Staying On You're A-Game**

Dawn Allen, PhD.  
Michele Wisneski, M.Div.

## **Most Frequent Questions of PNC Participants:**

We had the honor of coaching many people at PNC and here are some of the top common challenging questions they asked us and a brief summary of our **Secret Formula to Staying On You're A-Game.**



*I have a corporate position or job and I have my own business on the side. How can I switch it around; making my business primary and my job secondary?*

*I'm a successful executive and I am going to retire in a few years but I need to plan how to do this, what should I do?*

*I really enjoy my corporate job and I want to position myself climb the ladder faster, what do I need to know?*

*I have a business that is going well and I see the signs that I need to find another stream of income what would you recommend?*

*I was just down sized or I relocated I have these skills that I developed on my job, I have to eat and I really want to focus on my business, where should I start?*

## **The A-B-P of You're A-Game:**

Understanding what to do and when to do it, saves you money and time, giving you certainty and courage to move forward. There are three essential questions

that an individual must be able to answer in order to create and duplicate success, as opportunities for advancement arise.

- Have you formally **Assessed** where you are?
- Do you have a **Personal Blue Print** for Success?
- Do you have a **Process** to carry out the Blue Print?

Please note this is an overview of the Secret Formula:

**Assessment:** When you know where you are, you can accurately measure your rate of progress. With our unique leadership assessments, in a few minutes, you can make decisions based on your known strengths instead of your emotions or situations.

**Personal Blue Print:** When you have a strategy based upon your strengths, unique talents, and known resources, you are empowered to move with confidence. Identifying, selecting, and/or hiring the balance of talent necessary for your team or business to thrive, becomes simple.

**Process:** What is required for you to successfully move forward.....a Process. Our process is call, **The Five Levels to G.R.E.A.T-ness**. Moving through the Five Levels to G.R.E.A.T-ness will equip you to do the following:

1. Learn to get an accurate **Glimpse** of your situation and continue to be productive when the unexpected occurs.
2. Learn to **Re-assess** a crisis or unexpected demand in a manner that helps you develop effective strategies for problem solving.

3. **Engage** and take decisive actions to follow through on strategies.
4. **Adjust/Adapt** your perspective about what your work/personal life balance needs to be to ensure success.
5. **Transcend** any perceived limitations while maintaining your values.

## About Us:

Clearest Advantage is the **Pre-emptive Strike** for executives, entrepreneurs, managers, and employees to develop skill sets that help them attain a greater level of productivity, resilience, adaptability, and subsequently profitability. We train and educate people about how to bring their **"A-Game"** on a daily basis; especially to the work environment.

When clients are working with us, we take the time to assess, and gain a greater understanding about how someone operates when they are at their best; and, we assess how well they adapt when under pressure. I can tell you from experience, the resume, education, and interview **do not give you** that kind of insight.

Please note this is only the cliff note version of our coaching and recommendation. If you like many people realize that the sequence of Secret Formula is critical to your success, **Go Further**. We are extending our offer until July 15th, 2016 for the following:

- 1) **Take Your Online Assessment to determine your starting point. \$199.00**
- 2) **Create, Receive and Review your Personal Blue Print for Success \$279.00**
- 3) **Initial Leadership and Solopreneur G.R.E.A.T-ness Group Coaching Package**

Ideal for those evolving and growing to the next level. Assessing where they are at and a process to implement their strategy. Those who are seeking a way to increase capacity on a personal level for more productivity.

**Savings of \$650.00      Frasernet Exclusive pricing (ending 7/15)      \$1599.00**

- 4) **Mastery Level Executives, Team Leaders & Business Owners G.R.E.A.T-ness Group Coaching Package.** An assessment is taken and reviewed during initial individual intake session to give a specific blueprint. All components of Initial Leadership Group Coaching is included, plus additional coaching for working with groups of people, peers and subordinates and teams.

**Savings of \$750.00      Frasernet Exclusive pricing (ending 7/15)      \$1899.00**

All coaching sessions begin end of July for a small intimate group of confident, positive individuals that want to acquire and fine tune a process of navigating life events in the workplace and in their personal lives. There will be 10 group sessions, 2 brief individual sessions (Intake to implement process and reflection). There will be 2 sessions per month via conference call (typically every other week). Time to be determined. *Please note that this coaching experience should not preclude any current therapeutic services.*

**5) Purchase the book for the first level of awareness:**

The Five Levels to G.R.E.A.T-ness: Insights for the Competitive Edge      **\$14.99**



Go to: [lulu.com/spotlight/clearestadvantage](https://lulu.com/spotlight/clearestadvantage)

Customized Full Day and Half Day consultations are available, please call at 404-343-2843 or email us at [info@clearestadvantage.com](mailto:info@clearestadvantage.com).

# If I Die Today...

Dawn Ferguson  
Expert Life and Business Strategist

Will My Cup Be Empty or Full

## You Got This



Life throws so many curve balls, people push their goals further and further behind them, they begin to lose the very essence of who they are. So if that's you or you know someone like this, here are 4 Steps for getting back to you and emptying your cup before you close your eyes in this life time.

### Step 1: Look For Motivation

This step right here can help get the ball rolling in a positive direction.

Steps towards motivation:

- **What inspired you to start?** Take a moment to reflect on what gave you the great feeling to get up and get started. Often, we don't realize that during the hard times of discouragement, just having a constant reminder of why we got started can give us the motivation to keep going.
  - Write a list of the reasons why you started
  - Keep this visible to you at all times
  - Make sure to read your list in the morning and evening before bed
- **Take away discouragement.** Remove the negative distractions. When we venture out on new journeys or revisit old and failed attempts and want to try again, we can be met by not just our own discouragement but the discouragement of family, friends and co-workers.
  - Keep your journey to yourself

- Think of what or who discourages you from obtaining your goal and don't share your goals with them
- **Look for positive encouragement.** Everyone's way of getting positive encouragement is unique. So you must find what gets you amped and excited to pursue your interest.
  - Look for inspiring people that have accomplished what you're looking to accomplish
  - Get a mentor or coach as a support system through your journey

## Step 2: Get Out Of Your Own Way

Some of the biggest issues arise because we don't know how to tell ourselves to **MOVE**. Now here's a few steps you help you do just that.

When you are in your own way it's hard to see your accomplishments. These four steps will get you on road to telling yourself blocking habits to move aside:

- **Face yourself in the mirror.** Come face to face with who you really are. Look at yourself in the mirror and have a real conversation. This is a great way for your conscious and subconscious mind to have a conversation. You will begin to reveal your true identity in the mirror

*Tip: This should be done daily. At first you will feel silly and it may be difficult to look at your self and have a real heart to heart conversation but over time you will be glad you did this exercise. Talk about your goals, tell yourself your beautiful, smart and whatever you are facing know you're strong and can handle it.*

- **What are your goals?** Identifying what your goals really are will give you focus.
  - Write down your goals

- **Replace I can't with I can.** When we speak or think, whether it is negative or positive words, they both have a strong effect on the outcome of our goals. So replacing your, I can't with I can is extremely important.
- **How will you achieve these goals?** Knowing how you're going to attack your goals in order to achieve them is *crucial*. You must have a plan or your goals will fall back into your cup filling it up and you don't need that.

### Step 3: Turn Your Fears into Accomplishments

Believe it or not fear is just something you've made up in your mind. So it's time for a fear makeover.

You are your accomplishments and your accomplishments are you, so let's remove the middle man called FEAR:

1. **What is the TRUE fear?** Finding out what you're truly afraid of can be a bit of a task. So start by picking apart your fear.
  - Write down what you think your fear is
  - Pick apart the fear by asking yourself
    - Why am I afraid
    - What made me feel this way
    - Who introduced me to this fear
    - Where did the fear come from
    - When did I first recognize this as a fear
    - How am I going to get over this fear
2. **Create positive scenarios for your fear.** Most tend to see their fear negatively which makes it hard to see themselves over coming or accomplishing the goal behind the fear. So thinking of positive scenarios to combat the negative feelings of fear is a great way to overcome you fear so you can achieve your goal.

3. **Put together a plan of action.** To have a fair chance at overcoming your fear you need to put a plan of action together. Notice I didn't just say a plan. I said a plan of action. Not only do you need to write out the plan you need to show what steps you're going to take to achieve your plan; that shows the action.
4. **Set a date.** Dates, dates and more dates. I can't say this enough, a plan of action without out dates means you've only started to write down a great to do list. However, when we set actual dates to that plan of action, we commit ourselves to following a well tracked to-do list. Seeing what we've accomplished and knowing how long it could possibly take us to achieve our goal keeps up motivated and in competition with ourselves to accomplish the goal quicker.

#### **Step 4: Don't Settle**

Giving up is not an option. Neither is becoming content with success or failure.

No matter what the outcome is in any given situation never settle in that moment:

1. **Keep moving.** So you've tried to accomplish a goal but you failed? Well don't stop there, keep going! Just because it didn't work out this time doesn't mean it won't work out ever. You've got to keep on moving. Becoming stuck on a failure will keep your cup full and you will never get to refill it again if you stay in the same place and never try accomplishing that goal or any other goals.
2. **Don't become content.** Hooray, pat yourself on the back because you've finally accomplished a goal you've failed at more than several times or this was your first time trying to achieve your goal and you've done it in record time and with ease. Now that you've celebrated keep going, don't become so excited that you forget you have more goals waiting in your cup.

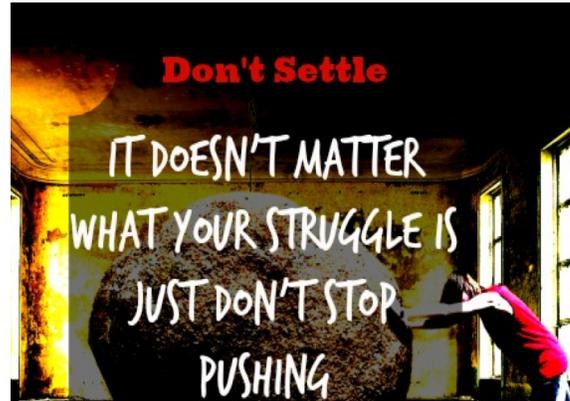
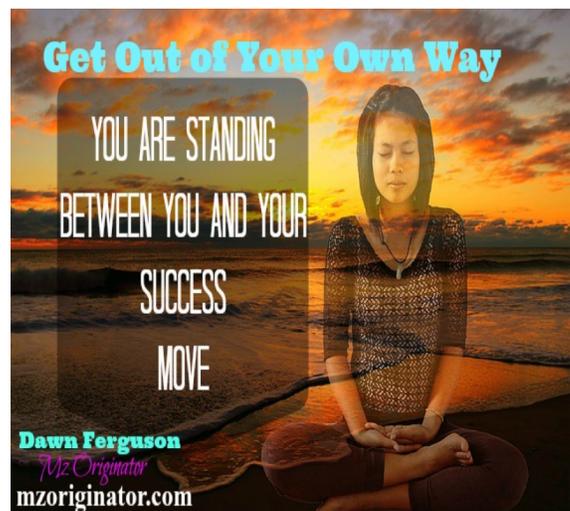
*Tip: Celebrate and move on*

Emptying your cup before you move on to your next life doesn't have to be so daunting. Taking these few simple steps can help you fulfill your life and accomplish your goals with determination, joy and vigor. Know that you can always refill your cup as time goes on. Just because you may empty it before your time is up doesn't mean there aren't more things for you to accomplish.

Wait.... Go to [www.mzoriginator.com](http://www.mzoriginator.com) and signup to get my newsletter, keep the positive energy flowing and follow me on twitter and Instagram @Mz Originator. If you find yourself struggling with these steps or you need me as your coach I'm always available, email me [mzoriginator@gmail.com](mailto:mzoriginator@gmail.com) .

Good luck on your journey to emptying your cup. Your goals are your treasures in life.

Your Awesome Strategist in Achievement,  
Dawn Ferguson  
Expert Life and Business Strategist



# Your Voice Matters!

#SilentNoMore

## Who Am I?

- ◆ I am a survivor of child molestation, incest, domestic violence, mental, psychological and spiritual abuse;
- ◆ I am a bestselling author, blogger, radio host, advocate (or intercessor) for victims of abuse;
- ◆ I am also the Founder of Matters of My Heart, an emotional support program for victims of abuse as well as a self-publishing company.

I AM the voice to the voiceless, to that thing that happens in the dark that no one wants to talk about, and I work with others to discover and use their voice. Giving voice to our pain snatches the power away from it! When I learned the power of my voice, I created Matters of My Heart.

## Matters of My Heart, LLC

Matters of My Heart was birthed out of my pain. Child molestation, child abuse, domestic violence, sexual assault and rape all carry life-lasting effects on our mental, physical, psychological and spiritual well-being! If we do not learn a healthy way of coping with life after the abuse, we can become stuck in a world of numbing pain—going through life, but not really living to our full potential. THAT is why I decided to build an emotional support program to address these demons and get back to living PAIN free. Here's what you get with Matters of My Heart.

**Bridging the Gap: Hurting to Healing™** Emotional Support Program:

Jami  
Emotio



1. **Customized Support Plan.** At the onset of a consultation appointment, you will be asked to complete a pre-assessment form, which will be used to maximize our time together during the first 30-minute consultation. During the consultation, we will discuss the “experience”, and work together to develop an individualized emotional fitness plan.
2. **Members ONLY Website.** This is a password-protected website exclusive to members of the Emotional Support program and is a comprehensive and all-inclusive place of reference intended to guide members to available resources in their geographical area, to include but not limited to local therapists, support groups, mental health specialists, medical clinics, etc. The private website also has a discussion forum to Q&A around topics of domestic violence, sexual assault or emotional healing.
3. **EmoFit™ Mobile App** is a private, password-protected mobile app exclusive to members of the Emotional Support program. Here we identify the areas of unhealthy coping mechanisms for hiding pain; and we develop practical ways of combating it. We talk about anxiety, depression, alcoholism, cutting, suicidal thoughts, to name a few. We introduce practical ways to guide you to self-awareness to self-care to self-development to self-improvement and ultimately to being emotionally fit. The app comes with a self-study guide.
4. **1-1 TouchPoints.** During the touch points (face-to-face meetings), we will discuss activities, feelings, progress during the program, pros and cons, and next actionable steps for moving forward. We assess where you are mentally, physically, spiritually, and psychologically in your journey. We determine if the

program is working in your favor and identify any need for adjustments to the individualized support plan.

"The pain of my past does not define me, it refines me."

**Jai the Author Publishing** Self-Publishing Company:

Jai the Author Publishing (JtA) is a subsidiary of Matters of My Heart, LLC, and provides self-publishing and writing services for inspiring authors. We work with clients who want to tell their story, but may not know the process of doing so. It is an emotional journey that we take with our clients. Telling your story is therapeutic ultimately with the goal of becoming free from the pain of your past. That is what makes JtA Publishing unique from other self-publishing companies. The story is more important than the best-selling status. We offer ghostwriting services as well!

"It is through my transparency that I sustain the integrity of my journey."

### **BONUS: 3 Lies Pain Will Tell You**

We spend a lot of our adulthood trying to get over what happened to us in our childhood. Sometimes, things happened in our adulthood that cause us to wonder if we have a purpose in this world other than living in pain. But I want to be clear in this, pain will cause us to believe untruths. Let me explain.

There are three lies pain will tell us and below I share with you an action to take that will quiet those lies. The key lies within your “voice”:

1. **You are all alone.** Once you begin to tell your story, you will notice that others have that same story! You begin to understand that you are not alone in this situation. Therefore, it is important to seek and assign a support system (2-3 people max) to help you on your journey to emotional fitness.
2. **No one gives a damn.** Your support system will show you and guide you to doing the work! You have to be committed to your journey of emotional healing. Once you open up to a solid support system, you will see just how many people genuinely care for you and the space you are in!
3. **You can't trust anyone.** Your support system will help you learn to trust again. You have to “see” yourself healed, but that is difficult to do if you do not have the right support team on your side. The bottom line is that you are not alone, yet you cannot do this journey alone!

The Emotional Support program is a detailed, yet practical, tool used to develop emotional fitness (or healing) after a pain-filled past. It is possible to smile again. It is possible to live on purpose. It is possible with the right support system.

### **Use your voice to silence the pain!**

Now, it is your turn to step into your journey of emotional healing, emotional fitness and living on purpose! Schedule your consultation appointment now to begin your journey and let's do this together! Visit my website at [www.mattersofmyheart.com](http://www.mattersofmyheart.com) or email me at [info@mattersofmyheart.com](mailto:info@mattersofmyheart.com). You are not alone and **YOUR VOICE MATTERS!!!**

In love,

Jamie Timmons (Jai)

Emotional Fitness Strategist

# The Road to Unstoppable

Victoria Falk  
CEO of Passionate Travel, Inc.

How to push past the challenges of your life to achieve your goals.

## Definition of Unstoppable:

Unstoppable is an adjective to describe that place you reach in life where you will not be moved, you will not give in, and you will not be turned around. You decide failure is not an option and feel it's more painful to quit than to stay the course towards achieving your goals.

Too many people quit too soon. They say they want to be successful, but as soon as they get outside their comfort zone or things don't go as planned, they give up. It's time to follow the steps outlined in this program to help you develop the mindset of a champion and achieve your greatest goals.

## What does it take to be successful?

It would be great if success occurred in a straight path - if you could go from point A to point B and achieve your greatest goals but it doesn't always happen that way. When you're on the road to success, you will experience unexpected twists and turns, dream stealers who come around to throw you off course, detour signs, and more. But if you can hold on and stay focused, then you can achieve your goals. The journey is not always easy, but it is always worth it.

### \*Keys to Success:

**1. Belief is # 1.** Success begins with believing you can. What are you believing for yourself? Do you really believe you can achieve your goals? Your activity level is determined by your belief level.

**2. Learn how to encourage yourself.** Too many times we look to others to supply us with the energy and excitement needed to push forward towards achieving our goals. Some of the people we want to encourage us need encouragement for themselves. They walk around dry and empty inside with nothing left to give. It's very important to learn how to encourage yourself. Read motivational books. Listen to inspirational music. Select your theme song and listen to it each morning to get your day off to a great start.

**3. Reframe your questions.** People often wonder things and ask questions that keep them in a negative state of mind. For example, people often ask why people don't support them. Instead, ask yourself why you need so much support. The dream and vision was given to you. It is your responsibility to birth it and see it grow. It's not the responsibility of your friends and loved ones to keep you motivated in regards to your goals.

**4. Write down your goals and dreams.** Writing it down makes it real. It's harder to cheat yourself out of achieving your goals and dreams when your goals are constantly before you. After you write your goals down, make several copies to place them in areas where they will be a constant reminder of what you wish to achieve.

**5. Have a winning routine.** Having a winning routine allows you to maintain positive thoughts and energy regardless of what you're facing throughout the day. Your winning routine may include prayer, meditations, reading, exercise, listening to motivational messages, etc.

**6. Surround yourself with positive people.** Don't let negative, do nothing people keep you from achieving your goals. Be around people who are winning and achieving great things in life.

A lot of people have heard before that if you are the smartest in your group, then you

need a new group. But unfortunately, most people have not accepted that message as truth. Spending too much time with these people can give you a false sense of accomplishment.

**7. Just start where you are with what you have.** Don't let procrastination destroy your dreams. Make a decision and get moving today.

**8. Step up into the opportunity so you don't miss out.** A problem is a problem and you don't know how long it will last, but opportunity is a fleeting moment. Say yes to new opportunities and figure out how to be successful.

**9. Learn how to use your pain to propel you to the next level.** You can have 2 people with the same exact personal situation: One person will quit and the other will be motivated by their desire to end the pain. The reason why you believe you can't achieve something is usually the reason why you must.

**10. Remember why you must achieve your goals.** What is your big why? Often times it's easier to achieve your goals when they are to promote something good for someone else. It's incredible what we can do for others that we cannot do for ourselves.

In closing, remember that you can decide at any time to become unstoppable. It is a journey filled with many challenges, but there is no place you'd rather be. Indeed, life becomes more challenging when your progress remains stagnant. The pain of being stuck in between where you are in life and where you know you can be is often unbearable. It's time to step up, focus on personal development, and become the high-caliber person you need to be in order to achieve your goals.

Thanks for taking time to complete this workshop. Please accept this special gift from Victoria Falk and Passionate Travel Inc. Go to [www.vipdiscounts.info](http://www.vipdiscounts.info) today. Register

for your free exclusive VIP travel site that saves you money when you book travel online.

Want to travel better for less, save money, and make money in the world's largest industry? Go to [www.passionatetravel.info](http://www.passionatetravel.info) today. Watch the short video to get more information. Then click the button that says. "Join now".

Victoria Falk

CEO of Passionate Travel Inc.

# Guys Keep Score, But Women Need More

Victory is Where Your Faith & Finances Meet

Laya Gavin  
Financial Stewardship  
Champion

## Money between The Sexes



What money means to a man is completely different than what it means to a woman. Most men look at money as a competition. They wonder if they make more than their buddies. Have they climbed the ladder of success fast enough? Do they have enough of the “big boy toys” i.e. cars, motorcycles, jeeps, even homes and vacation spots. For many women, especially those of us past our twenties; those comfortably maneuvering through their thirties; and closing in on the forties and fifties, have a different view. The view from this vantage point is that money is a means of security. Women are looking at finances as a measurement of safety, not competition. Tragically very few feel comfortable talking about it and too few step forward to get help with it. It’s a secret shame that women carry – guilty that they are not sure of the right steps to take; and condemning themselves for the mistakes of the past. And paralyzed by the thought of making the wrong choice.

Condemnation, fear and shame are not God’s plan for His children. He provides greatly for us and has laid out promises of promotion, increase, abundance and prosperity.

## Why Talk About Women & Money

When I was just a kid around the age of 12, my folks divorced. Even as a kid, I could see the toll it took on my mother. She was not prepared to single handedly take care of a household with 4 kids, a mortgage and a car payment on her income. All too

soon she realized that she would have to downsize. The house was sold. The car was replaced with a beater, and we moved to a little trailer home that was a fraction of the size we were used to. It took her years to get back on her feet.

The divorce and breakdown of my parents' marriage was bad, but the reality is that my Mom was not alone. There are far too many women out there just as vulnerable as she was:

- **80-90% of women will be solely responsible for their finances.** This is true for women mainly due to divorce and the fact that on average women outlive men by seven years (National Center for Women & Retirement Research)
- **Fewer than 2 in 10 women feel “very prepared” to make wise financial decisions.** Half of women surveyed said that they need “some help” and one-third said that they needed “a lot of help” (Financial Experience & Behaviors Among Women 2010-2011 Prudential Research Study)
- **Nearly two-thirds of U.S. women ages 40-79 have already dealt with a major financial “life crisis”.** This includes common personal setbacks such as a job loss, divorce, death of a spouse or a serious illness (AARP, “Understanding Women's Financial Needs and Behavior” 2007 survey)
- **The average woman spends 15% of her working years outside of the workforce caring for children, spouse or aging parents.** In comparison to men who only lose 1.6% of their working years for the same reasons. This difference in workforce tenure puts women behind the curve for total wages earned as well as retirement benefits accumulated. (Women's Institute for a Secure Retirement and National Center for Women's Retirement Research)

**Ladies, It's Time to Crack The Money Code!**

What you understand about money is that your mindset and thoughts about money dictate how you handle it. Money cannot stay where it is not respected. And money is not attracted to places that are not productive. You cannot accumulate and increase money if you feel unworthy of having it or guilty about earning it. Far too long we have been taught to work hard and earn dollars in exchange for our hours of labor. The conversations of wealth building and financial freedom were not shared around our dinner tables! Now it is time to learn the power of making our money make money. It's time to learn how to master our money and make a difference in our homes, in our families and in our communities. Legacy building only comes from overflow!

After years of having thousands of conversations with clients in search of financial solutions, God revealed to me that there were 4 things needed to build lasting success:

- **Information.** It's time to stop living in denial. Just because you have checks left in the checkbook does not mean there is money in the bank. Just because you faithfully attend church does not mean that God does not expect you to be a good steward of what you have been blessed with. Come to the table, be honest about your needs and concerns. Speak with professionals who can provide education and guidance. It is impossible to make good decisions without good information.
- **Automation.** Once you have an objective or goal, you will need to take consistent steps towards reaching that goal. Automation is key because it will generate forward momentum in all seasons. An automated savings and investment plan takes advantages of market lows (aka discounted prices) and it keeps you accumulating assets in periods of market highs. Automation is your friend. Don't wait and see how much have left over after you pay your bills and then save. Tithe, save and invest first.

- **Consecration.** There is the world's way of doing things. Then there is God's way. The world will tell you that there is no way that giving away 10% of your income makes sense. How does it make sense that you can do more with 90% than you can with 100%? **Only God can!** He promises to bless the work that we put our hands to, to bless our children, to give us the power to get wealth and to prosper. (Prov. 28:19; Duet 8:18; 3 John 1:2; 2 Cor 9:6; and Gal 6:7-9)
- **Duration.** You must give it time. You cannot start a diet and healthy eating program one day and be mad at the scale on the second day because it is not showing you immediate change. Your stewardship plan must be allowed to take root and develop the changes you want to see over time. The deeper the roots of a tree, the stronger and taller the trunk can grow.

**God wants to be involved in your money.** The Bible says more about money and prosperity than practically any other subject. Yet too many of us are guilty about making money, or act like we don't want more money, as if that would be sacrilegious to admit. Money can be used as a powerful tool to create change and spread the gospel and feed hungry children and do all kinds of wonderful things. But if you are living paycheck to paycheck, spending above your income level, drowning in debt and buried in bills – How can you create change? How can you impact others greatly?

**Let's conquer this money thing!** It's time to have answers to the following questions...

- Am I doing the right thing with my money?
- Will I have enough?
- Can I afford to be a financial blessing or will I be a burden to my family?
- What steps can I take to be a better steward of my blessings?
- How can I pass on the blessing?

To receive your free **Money Mastery Plan**, simply text the word "LiveFree" to the phone number of 42828.

Be Blessed! And may your family be blessed!

Laya Gavin

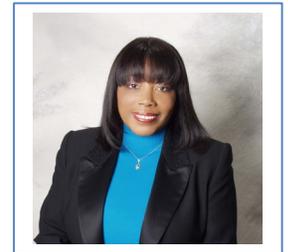
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# Redefine, Redesign, Refocus

Restructuring Your Business For Lasting Success!

Linda Coleman Willis  
The Business Success Specialist  
Speaker, Author, Consultant



## Finding the Best Solutions For Your Business

Today's topic is all about building and sustaining a profitable business that continues to grow and improve over time. When you start out in business, or as an entrepreneur, and you are creating a business around your passion, talent, or an idea, you may be able to achieve short-term success if you have a good product or service. However, if you want to experience **long-term success, profitability** and **market dominance** there are some key business strategies you will need to execute.

You have heard the statistics that 8 out of 10 businesses fail within the first 3 to 5 years. What I found in my research and from first-hand experience is that many businesses don't fail; the owners give up and quit. They mostly quit because of obstacles and challenges they didn't anticipate. I found that failure was often preventable and mistakes could have been corrected or even avoidable with necessary and timely expert assistance. An expert can help you avoid challenges in advance that may become impossible to resolve in the future.

In this presentation I will identify some major mistakes business people make, how to correct them, and I will share key business skills, concepts and strategies that will help you set your business apart and create more successful, lasting outcomes.

## Top 4 Mistakes Business People Make

Over the 17 plus years of consulting, coaching and training business owners and entrepreneurs I have found 4 major reasons people are not achieving long term

success in their business. Of the hundreds of businesses I have worked with, one or more of these four mistakes exist. I am sharing them with you because I want you to recognize where your business may be and what you can do to correct it before it reaches critical status.

- **Get lost or off track because of lack of clarity or a clear business plan.** Without a clear path to follow, you lose focus, creates unneeded obstacles and challenges.
- **Failure to make necessary and timely changes.** Unable to compete in your market which leads to loss of customers and revenue.
- **Loss of enthusiasm and excitement they had in the beginning.** Without excitement and motivation your business energy and resources become depleted. This zaps your energy, your team's enthusiasm and blocks your growth and expansion.
- **Failure to get expert help when needed.** You have to admit when you have taken your business as far as you can on your own. **With clarity and ongoing support your business will not only avoid costly mistakes ... it will THRIVE!**

If you have identified any one or all of these as challenges you are currently facing, or perhaps look like challenges that are looming in the background, don't fret, I will share a 3-Step solution that will support you in restructuring your business for more successful outcomes.

## **I. REDEFINE Your Business**

Intention coupled with vision and goals will create a road map to redefining your business for long term success. To REDEFINE and create a successful business you need to:

- **Re-examine and determine the direction and focus of your business.** Your **goal, purpose, or aim** is your **intention**. **Defining** and **owning** your **intention** will help you set goals and create a vision for your business. A **vision** is a **clear, distinctive** and **specific** view of the future that allows you to make plans and solve problems that will guide your business. You will be able to see past today's hurdles and envision a future full of possibilities. Intention coupled with vision and goals will create a road map to redefining your business for long-term success.
- **Clarify what your needs are.** Many business people are too vague here. With clarity and a clear path to follow, your business will begin to see customers, income and profits grow and expand. To clarify, you need to ask some hard questions:
  - ✓ *Am I getting the RESULTS I want?*
  - ✓ *What choices/actions did I take that moved me forward? Got in the way?*
  - ✓ *Are there breakthroughs, changes or insights?*

Being acutely aware of the response to any or all of these questions will help you make critical decisions about the direction of your business and will serve as landmarks to help you know when you are moving in the right direction, or if you need to change directions. Once you have clarity you will have purpose for every action taken to move your business forward.

- **Evaluate Products and Services.** The big question here is: **Are my products and services meeting the needs of my current clients or customers?** Answering this question will help you decide whether you need to develop new products and services or improve the old ones. Additional questions are:
  - ✓ *Are my products and services unique?*

- ✓ *Am I meeting the needs of a changing market place?*
- ✓ *How can I make a greater impact?*
- ✓ *Do I need to expand to new markets?*

Identifying opportunities to improve service or identifying and developing new products and services for existing clients can be a basis for increasing revenue.

## II. REDESIGN Your Business

To REDESIGN your business the focus is on VIABILITY – The **long-term survival** and ability to have **sustainable profits** over a period of time.

- **Redesign around your Passion, Purpose, Talents and Skills.** When I started my business 17 years ago it was built around my passion for speaking. However, sustaining my business over time required that I explore my talents, expand my knowledge and acquire new skills. For an accurate picture of where your business is, conduct external and internal audits to get a clear understanding of the market place, the competitive environment, and your business competencies (the main strengths or strategic advantages of a business, knowledge, skills and abilities). You may find that you need to increase your skills, repackage services, expand your reach, or any number of things. In addition to speaking, I expanded my business by providing coaching, consulting, and training.
- **Identify and Address a Specific Problem or Problems.** The question here is: **What problem or problems do I solve?** Problem-solving skills relate to your ability to identify issues, obstacles, and opportunities and then develop and implement effective solutions. The larger the problem you solve the larger the reward. Once you have an answer to this question, customize and design programs, solutions, and strategies to fit the needs of your clients or customers. Answering this question will also help you to identify new clients or

customers, and markets. To build and maintain a successful business you need to keep current clients and get new clients.

- **Step up to a Bigger Game.** This means not only being open to new ideas, approaches, and practices, but being willing to explore them and try them out. It means a desire to go beyond the limitations of your present knowledge and experience. Going beyond anything you have done in the past. Business success is determined by the choices we make and the actions we take. It can often feel overwhelming, especially when we face many options and unknown consequences. However, success comes from making tough decisions and dynamic choices.

**“If your business is not growing, it is not standing still, it is DYING!”**

### **III. REFOCUS Your Business**

**What is it you want to happen here?** If you are not getting what you want it's probably because you are not answering this question. Most people don't get what they want, because they don't know what they want. To REFOCUS your business for lasting success you have to:

- **Know Your Outcome.** Start by defining what a successful outcome looks like for you. Develop a game plan for making it happen. Decide what you are going to do and how you will do it. Identify resources you may need. Accept that it may be difficult, but you don't have to do it all on your own. A part of being ready is knowing when to get expert help. Growth often comes from the guidance and expertise of experts. Real strength is the ability to ask for and accept help when we need it.
- **Be Decisive.** Success is the ability to make decisions quickly and effectively, producing a definite result. Making smart choices require that we keep

growing and improving, not bound by old habits and beliefs. Don't hold on to something that is not working because you have invested time or money, or maybe it worked in the past. One way to increase the odds of making right decisions is to engage an expert. The fastest way to learn or grow your business is to study someone who has been successful at it, whether it is what to do, or what not to do. When you get reliable, measurable feedback, you can approach a situation with fresh eyes and you can make informed decisions. **Our business is shaped by the decisions we make or don't make...**

- **Adapt and Adopt – Be Flexible.** Don't avoid opportunity because it was not in the original plan. Be open to looking at things from a new perspective. Approach new ideas with an open mind; explore ways to make it work. **Take Action!** Don't confuse activity with results. It's easy to spend time on things, but not actually achieving anything. Identify what's important, focus on where you want to take your business over time. Determine the **priority issues**, those issues so significant to the overall well-being of the business that they require full and immediate attention. Knowing what you want to accomplish helps you to focus on the how you are going to accomplish it.

Whether you are beginning your business or you are rebuilding and refocusing, you can build a business for lasting success. Know that things are always changing. The market is changing; your area of work is morphing as technology is changing on a daily basis. A part of being ready for success is to know when to get help. There will be the need to hire others who are experts in their fields so that you can continue to be the focused expert in yours. Be open to learning, growing and changing as your industry does.

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I look forward to supporting YOU on your SUCCESS Journey.

*Linda Coleman-Willis*

YOUR Business Success Specialist

*“We provide personalized solutions that quickly allow your business to grow and prosper”*

# Identify, Develop and Embrace Your Divine Path to Inner Peace

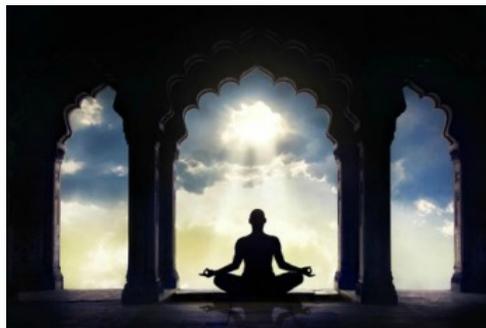
**Paul Lawrence Vann**  
Speaker, Best Selling  
Author, Certified  
Business/Spiritual Coach

Clients Develop a Greater Balance between Their  
External Goals and The Internal Lives They Live

## Entrepreneurs and The Importance of Work/Life Balance

Entrepreneurs need systems to be empowered, motivated and encouraged to perhaps, for the first time, explore alternative ways of viewing spirituality and connectedness with the universe. Whether an expert or novice in leading a business or working productively with clients and family, business owners seek a spiritual quest enabling them to enhance the quality of their lives; as well as to develop a greater balance between their external goals as an entrepreneur and the internal lives they long for.

Entrepreneurs discover how to move toward awareness, inner-peace and serenity through business and spiritual coaching success strategies, tools and techniques.



## Looking Through a New Set of Lenses

Small Business Administration statistics inform you, about half of all new businesses survive at least five years and one-third survive ten years. SBA's data lets you know

solopreneurs and small business owners not only have to work hard, but work smart to succeed in business and this puts a lot of pressure on entrepreneurs in their business and personal life.

- **Aligning Business Success Coaching and Spiritual Coaching.** With each passing day entrepreneurs forge ahead in their efforts to stay ahead of the curve, to avoid being an SBA statistic of becoming a failed business. In fact, many business owners sacrifice their family time, personal health and community involvement in their efforts to stay afloat. Entrepreneurs are in search of deeper meaning to better align their external goals of business success with their internal goal of greater awareness, peace, inner peace and serenity to help them live and lead their best life possible.

Through a combination of business success coaching and spiritual coaching, business owners who persist will be well on their way to identifying, developing and embracing their divine path to inner peace on their spiritual quest.

- **Business Success and Spiritual Coaching Process.** In order for entrepreneurs to lead

successful lives and businesses, they have an opportunity to invest in themselves by calling upon a certified coach to assist them.

For example, as a business and spiritual coach provides expertise to a business owner, he interviews the client to discover underlying personal challenges and business challenges that impact them.

Certified Business and Spiritual Coaches ask clients the following questions, here are a few examples:

- **What is your primary objective in working with me, your coach?** One of the primary objectives of a coach consist of them finding out the primary reason why you as an entrepreneur wants to work with them. If a small business owner wants to identify their divine path, they will reach out to a certified coach to get

the answers they need to move forward. Perhaps a business owner has tried everything else and things still aren't working out for them, thus they want to give business and spiritual coaching a try. Most importantly, perhaps this is the first time an entrepreneur has assessed the important connection between business and spirit.

- **What does achieving this spiritual quest mean to you?** The coach will ask the small business owner to be specific, he will ask the entrepreneur, "How will achieving this spiritual quest make you feel? Furthermore, the coach will ask what that may look like? What will you hear?"
- **What evidence will you have when you achieve this spiritual quest?** What will you see, hear and or feel as a result of achieving your quest? By the way, the coach will be taking detailed notes to use for feedback to the client in the near future.
- **When you achieve this spiritual quest, what will be the impact on other aspects of your life (family, church, business, community)?** Your coach will ask more questions than this, however, this gives you an idea of what you can expect from him and the mutual coach/client relationship. It requires work from both individuals in order for it to work effectively.

After the coach interviews the client (entrepreneur, small business owner), he will consolidate all of the notes he has taken and process them into a personalized vision statement, this represents the foundation for the entire coach/client relationship.

## **The Second Step on the Spiritual Quest Journey**

Today people are beginning to understand and acknowledge that happiness, contentment and peace dwell within, however when they come to know their authentic self they act in accordance with their higher purpose.

- **Circle of Spiritual Perspective.** The second step required from the coach to his client on the spiritual quest is to help them develop their divine path to inner peace of their journey. This step consists of working with a client to help them process an exercise called the Circle of Spiritual Perspective.
- **Enlightened Entrepreneur.** A few examples of the circle of spiritual perspective may consist of you prospectively Living in The Now, Living Life Purpose and or Connecting With Source. These examples consist of the coach working closely with the entrepreneur to find out what their source of power happens to be and categorize it into three given categories. This positions small business owners in defining exactly where they are at the present time, as they move closer to increasing their spiritual awareness.

Entrepreneurs will be transformed to look through a new set of lens which helps them know exactly what their life purpose is. They will no longer live in the past, rather they will live in the now and finally, because you're connecting with source, upper thoughts take place for clients that will empower them to effectively lead their business through excellence.



### **The Third and Final Step the Business and Spiritual Coach Tasks Entrepreneurs**

1. **Client Spiritual Self Discovery Form.** The third step a coach request of his small business client and or enlightened entrepreneur is for them to perform inside work. In other words, the client will answer questions listed on the Client Spiritual Self Discovery Form.
2. **Sample Questions for Clients**

Examples of some of the questions clients will answer consists of the following.

- The client will answer the following question: What have I learned so far in my journey toward spiritual self-discovery?

- What spiritual concepts intrigue you-inviting you to continual study on your journey?
- What changes can I make in my attitude toward spiritual living and what actions can you take to have new and rewarding experiences?

It's important to understand there is a lot more to this process than what is outlined here. It requires total immersion to be transformed, however this gives you a wonderful perspective and opportunity to move forward.



**In Closing:** Entrepreneurs and small business owners, as you work to develop your divine path and create greater balance between your external goals and internal self, you will be renewed and no longer operate in the natural, you will arrive at a destination which is defined as an alignment between your spirit and business. I encourage you to take a deeper dive and invest in yourself so you can learn how to leverage your spiritual quest to assist you in leading your business successfully.

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Your success coach,

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International Speaker, International Best Selling Author

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