

# RISE

GROW YOUR AUDIENCE, CREATE WEALTH, UPLEVEL YOUR LIFE



**NORTH STAR**  
KEY GUIDE TO ARTICLES

-  BUSINESS
-  HEALTH
-  FAMILY
-  SPIRITUAL
-  PERSONAL DEVELOPMENT

**IN THIS ISSUE**

Your Holiday Sales Surge  
 What 52,000 Screaming Fans Taught  
 Me About Successful Business  
 Perfection = Procrastination  
 What if You Couldn't Fail?

The Right Way to Fire an Employee  
 Snarky Sells — Best Holiday Promotions  
 from a Shark Tank Success Story  
 3 Things You Can Do NOW for  
 Successful Holiday Promotions

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**POWERFUL**  
PROFESSIONALS

# Welcome Reader

As the weather changes, the Halloween decorations come and go. There is Pumpkin Spice everything, and most are thinking Fall...

At #PowerTribe, we are thinking Power. As in...

This coming November, the Award goes to...

We are only a few weeks away from the Power Awards given out at **Power Summit 2019** on November 7 in Orlando, Florida.

## THE AWARD CATEGORIES ARE:

**The Six-Figure Medalist:** *Have you created a digital course through one of our programs (Four-Day Six-Figure Funnel, Product Launch Academy or Six-Figure Course Blueprint)? You are eligible to receive a Six-Figure Medal live on stage at the 2019 Power Summit in Orlando, FL on November 7, 2019, and are in the running for The Founder's Award announced live at the event, with over \$25,000 in prizes.*

**Member of the Year:** *Are you a member of Powerful Professionals Business Coaching or Inner Circle Mastermind? Have you implemented a strategy you've learned in the group and realized big results? Are you supportive of others in the private member Facebook Group sharing your knowledge and expertise?*

## And the nominees are...

### MEMBER OF THE YEAR FINALISTS:

Teresa Erwin

Val Heart

Lou & Tami Santini

David Stelzl

### SIX-FIGURE MEDAL WINNERS:

Diana Asaad

Magda Castañeda

Donna Crenshaw

Cathy Frost

Mike "Ski" Jaczewski

Dr. Fred Rouse

Lou & Tami Santini

Suzi Seddon

David Stelzl

Dr. Russell Strickland

Todd Tramonte

Sabrina & Tristan Truscott

Scott Whitaker

Join me in celebrating these award winners and join us live and in person at **PowerSummit2019.com**.

Cheers,

*Kim Walsh Phillips*

Kim "Celebrate Good Times C'Mon" Walsh Phillips

## WE LOVE HEARING FROM YOU!



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**About the Cover Photo:** 12 Minute Social Media Cash Machine Rocket Launch

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# WHAT WE'VE BEEN UP TO

## 12 MINUTE SOCIAL MEDIA CASH MACHINE ROCKET LAUNCH

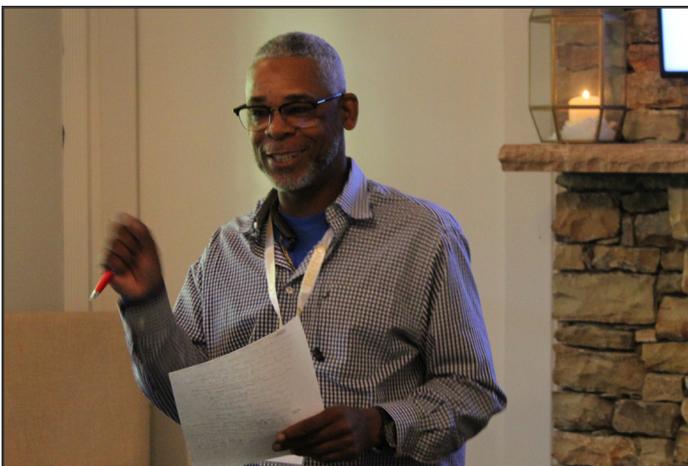


## Contents

Welcome Reader .....	2
What We've Been Up To .....	3
Your Holiday Sales Surge .....	5
3 Things You Can Do NOW For Successful Holiday Promotions .....	6
What 52,000 Screaming Fans Taught Me About Successful Business .....	8
Perfection = Procrastination .....	10
Snarky Sells — Best Holiday Promotions from a Shark Tank Success Story .....	12
What if You Couldn't Fail? .....	13
The Right Way to Fire an Employee .....	14
Save the Date! .....	16

# WHAT WE'VE BEEN UP TO

## SIX FIGURE COURSE BLUEPRINT VIP RETREAT



# YOUR HOLIDAY SALES SURGE



By Kim Walsh Phillips, CEO Powerful Professionals



Trick or treating, a time of Thanksgiving, holiday lights...

This is my favorite time of year. Every day has a bit of a sense of wonder and magic. It's why I start burning pine WoodWick candles in August. (Judge as you will. But if the wick crinkle in the summer is wrong, I don't want to be right.) When it comes to business, the holidays can also mean a huge sales surge. The holidays give a time to create excitement and time-sensitive calls to action. Plan ahead and multiply your sales.

The following are some promotional ideas for the upcoming season:

- **Halloween**

- **No tricks, all treats.** Hold a week of promotions in different candy themes to give treats to your list, like...
  - A different content strategy or daily tip with a promotion in the PS.
  - Bonuses with a purchase
  - Added services when a contract is signed
  - Gift with a prospect meeting
- **You've Been Booped.** Along the lines of the kids' game of leaving treats behind, gift your list, customers, clients or patients with a free workshop, training or template. Include a promotion in the PS.

- **Thanksgiving**

- **Thanksgiving Eve.** Known as a night of celebration, hold a promotion the day before the holiday to celebrate the exciting opportunity for your list.
- **Black Friday.** When your list is in the shopping spirit, run a promotion that gifts them a credit, offers a special gift with purchase or a bonus. Last year we ran a flash

sale for the holiday with some of our courses and it was our biggest non-webinar sales day of the year.

- **Cyber Monday.** This is the biggest shopping day online of the year. Jump in the game with a promotion to drive quick action to your list.
- **Thankful for These Things.** Put together a resources list with your favorite products, programs, and services using partner and affiliate links.

- **Christmas**

- **12 Days of Christmas.** 12 Days of Flash Sales to your list.
- **Charity Promotion.** Gift a percentage of sales for a day during the holidays and give it to your charity of choice. Kramer Photography did this, giving a free portrait with a donation to the Susan B. Komen organization. They raised over \$15,000 for the charity and drove over \$63,000 worth of clients into the center.
- **Best of Party.** Run your webinars, promotions, workshops, or top content from the year. Plan these ahead of time and take the week off while sales still come in. For the week between Christmas and New Year's last year, we replayed a different webinar each day as a gift to our list.

**WANT A FULL PLUG-AND-PLAY HOLIDAY PROMOTION YOU CAN RUN RIGHT NOW?**

**Powerful Professionals Business Coaching members, join us on October 21 at 1 pm EST for The Holiday Cash Surge: 3 Must-Have Promotions to Run Before the End of the Year**

Not a member of Powerful Professionals Business Coaching? Join now at [www.powerfulprofessionals.com/action](http://www.powerfulprofessionals.com/action)

**WHEN IT COMES TO BUSINESS, THE HOLIDAYS CAN ALSO MEAN A HUGE SALES SURGE.**

# 3 THINGS YOU CAN DO NOW FOR SUCCESSFUL HOLIDAY PROMOTIONS



By Kelly LeMay, Powerful Professionals

T-minus two months until the holidays.

If you are like me, every year I say something like: "I'm going to get a jump start on the holidays this year."

But let's be real... my procrastination is fed by two-day shipping from Amazon and other retailers. I know I'm safe if I don't start shopping until a week before Christmas.

On the other hand, if you are a business running promotions for the holidays, there ARE things you can (and should) start doing now to seed your success when Old St. Nick comes to town!

## 1. Start Tracking Your Web Visitors

With advertising competition at its highest during the holiday season, running Facebook ads to a warm audience is going to be your quickest and least expensive path to success. A Custom Web Audience can hold your website visitors from the last 180 days so you can target them for your holiday promotions. Follow these instructions:

1. Create and Install a Facebook Pixel — see [www.powerfulprofessionals.com/pixel](http://www.powerfulprofessionals.com/pixel)
2. Create a Custom Web Audience — see [www.powerfulprofessionals.com/webaudience](http://www.powerfulprofessionals.com/webaudience)

Facebook allows you to create a broad audience of everyone who visits your site, or a more targeted audience using URLs. The more narrow audience would allow you to create more specific messaging and campaigns about specific products or categories.

## 2. Use Video to Build an Audience

If you don't have a ton of web traffic, Facebook Live is a quick and easy way to get in front of your buyers and start building an audience. Prior to starting with video, you'll want to determine what your holiday promotions are going to be. Let's say we're going to do a flash 50% off sale for our Six-Figure Course Blueprint.



So Kim would start doing a Facebook Live every other week talking about the success we've had with our online courses, and the success our students have had with using the Six-Figure Course Blueprint. We'll share a different story every other week and send them to the sales page for the product.

Facebook allows you to create an audience of people who viewed any of your videos and store it for 365 days so you can then target them with your holiday promotion. To create a Video Views Audience, visit [www.powerfulprofessionals.com/videoaudience](http://www.powerfulprofessionals.com/videoaudience).



**IF YOU FOLLOW THESE 3 SIMPLE STEPS YOU'LL HAVE AN AUDIENCE WHO IS PRIMED AND READY TO BUY DURING YOUR HOLIDAY PROMOTION!**

### 3. Publish Relevant Content

Another great way to seed your holiday promotions is to begin publishing content relating to your promotion (not mentioning the promotion yet). For example, we could publish an article to our blog about online course creation and email our list about it. We could even target some cold audiences on Facebook to read the article. Then, following the instructions from above, we can store those article readers in a web audience to target later during our holiday promotion.

If you follow these three simple steps you'll have an audience who is primed and ready to buy during your holiday promotion!



## SAVE THE DATE:



### POWERFUL PROFESSIONALS MASTERCLASSES

**October 21, 1 pm EST:** Holiday Cash Surge: 3 Must-Have Promotions to Run Before the End of the Year

**November 18, 1 pm EST:** How to Attract, Grow and Multiply 1,000 Super Fans NOW!

### MASTERMIND MEETING SCHEDULE

**October 23:** Office Hours, 12:30 pm EST

**November 20:** Office Hours, 12:30 pm EST

### UPCOMING LIVE EVENTS

#### ATLANTA

SOCIAL MEDIA CASH MACHINE ROCKET LAUNCH **December 5-6**

Register at <http://rocketlaunch.smcashmachine.com>

SIX-FIGURE COURSE BLUEPRINT INCUBATOR **December 5-7**

Register at <https://powerfulprofessionals.com/sixfigurecourse>

#### ORLANDO

2019 POWER SUMMIT **November 7-9**

Register at <http://powersummit2019.com> and use code **Powerful** for a full tuition waiver

# WHAT 52,000 SCREAMING FANS TAUGHT ME ABOUT SUCCESSFUL BUSINESS



By Pastor Jason Tucker, North Star Coach

I'm a pastor.

I'm also an Oakland Raiders fan.

I know, *right?* I'm a walking contradiction.

Originally from Southern California, I grew up cheering for Howie Long, Marcus Allen, and Bo Jackson. At some point in my youth, it must've fused into my DNA because now — even after living on the East Coast for 30 years — I just can't stop.

For those of you who follow the NFL, you know that the Raiders will be leaving Oakland for Las Vegas after this season, which means this is the final year Raider Nation will call the Coliseum home. So, last week I traveled from New Jersey with my 10-year-old son, to take in the very last Monday Night Football game in Oakland Raider history.

It was a bucket-list experience that didn't disappoint: the tailgating, the roar of 52,000 faithful when that little oblong ball found its way into the end zone, the crazy fans dressed as Darth Vader adorned with skulls and shoulder-pads, and feeling the weight of history as the silver and black took to the field under the bright, Monday night lights.

As we cheered with, and high-fived, complete strangers sitting around us, I couldn't help but wonder: How can this experience draw such a diverse cultural, socio-economic, religious, and political crowd and, somehow, make them feel like family for five hours? How is it possible that this significant investment in time and money feels worth it (and makes me want to do it again)?

As I've been reflecting on this experience, I think businesses and churches alike can learn from such events. For all the flaws in professional sports, there are also some key insights they provide.

## 1. Your reputation will foster anticipation

I've heard the stories. I've been watching from a distance for 30 years. By the time I experienced it for myself I had *already decided* I was going to have an incredible experience. The Raiders gameday experience has a reputation for being among the best in Pro sports.

## BELONGING COMES BEFORE BELIEVING

Reputation generates anticipation, and this creates a kind of flywheel or snowball effect. When your church or business has a reputation for excellence, people almost will it to be excellent for them. It's that powerful.

Don't believe me? Think about how many inferior products you buy because of the brand that you've *pre-decided* is excellent.

## 2. Your communication sets the expectation

From the moment I purchased tickets, I received a steady stream of Raider gameday FAQs and information, along with a countdown leading to kick-off. Their communication made me feel like I mattered, and that any stress I had about a first-time game experience was eased by clear, timely information.

## 3. Belonging comes before believing

The Raiders have been a pretty bad team for nearly 20 years. But they've done such a great job at creating a tight us-against-the-world family of rabid fans, it almost doesn't matter. The truth is — and the research shows it — people often want to *belong* before they *believe*.

What does that mean? They want to be part of something. And until they trust you, they won't put their *faith in you*. But once they do, you get fused into their DNA and they'll follow you forever.

## 4. Believing comes from delivering

In the end, despite all the belonging, at some point the product has to deliver on the field. There's been a lot of hype about rebuilding the Raiders program — *they are younger, faster, and more talented than last year's 4-12 team*.

Honestly, I didn't really buy it. But then they went out on Monday night and dished a drubbing to their hated rival. It will take a few more wins, but the product took me a step closer to believing that they can fulfill their motto: "Just win, baby."

What about your business? Do your customers or clients have you fused into their DNA yet? What will it take to give them a gameday experience that leaves them wanting to invest over and over again? Are they excited to do business with you? Is it adding value to their lives?

If not, it's time to up your game.

**"Just win, baby."**

*Jason is the Lead Pastor at Tower Hill Church, a church consultant, and the host of the Reclaimed Leader Podcast.*

# WELCOME

## TO OUR NEWEST MEMBERS OF POWERFUL PROFESSIONALS BUSINESS COACHING!

Christina Rebold

Allison Oudie

Michael Koton

David Houghtelin

John Schmoeger

Gerardo Figueroa

Elaine Nikula

Shayla Smart

Shundra Allen

Richard Shealey

Loren Elkin

Claudia Jarrett

Thalia Walkup

Beth Fronzaglio

Bryan Glover

Rossanna Massey

Amber Edmonds

Linda McDonald

Ray Hollinger

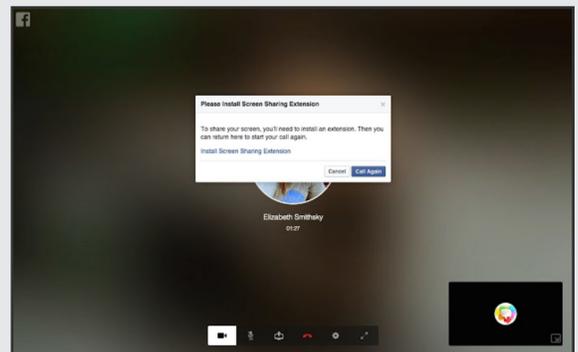
Itula Mili

## POWER STRATEGY: FACEBOOK LIVE PLUGIN



BY KIM WALSH PHILLIPS

Chrome Offers a Facebook Live Plugin to go seamlessly into screenshare and out during your Facebook Live. Check it out at <https://powerfulprofessionals.com/chromeshare>



# PERFECTION = PROCRASTINATION



By Demi Stevens, Year of the Book

Have you ever sat down to write something — a short story, a marketing email, a scene from the next great American novel — and become so hung up on crafting the perfect opening line that you never wrote anything at all?

I myself am a recovering perfectionist, and I can credit the breakthrough to putting myself in the room with one of my marketing mentors, Jeff Walker, and watching the magic happen when he forced me to write quickly... and then move on to write something else. When there was no time to analytically dissect all that was right — and especially what was wrong — I was able to just create, where before I was stuck staring at a blank page.

Turns out the secret to creating even one masterwork is to create a lot of things. As Ray Bradbury says, “Quantity produces quality. If you only write a few things, you are doomed.”

This phenomenon doesn't merely pertain to writing. Perfectionism is pervasive in every creative endeavor. No matter what we're building, the obsession with “perfect” prohibits the one thing we most desire.

David Bayles and Ted Orland share a story in their book, *Art & Fear*, about a ceramics teacher who divides his class into two groups. One was told they would be graded on



the Quality of the one work they would produce by the end of term. The other learns they will be graded solely on the Quantity of work produced. The surprising outcome, however, is that on the last day of class, the highest Quality works had all been created by the group being graded for *Quantity*.

The secret in this case is that the Quantity group had been churning out literally pounds of work — and learning from mistakes — while the Quality group had sat theorizing about perfection, “and in the end had little more to show for their efforts than grandiose theories and a pile of dead clay.”

Before my breakthrough day with Jeff Walker, I believed “perfectionism” was a good thing. But even then I knew “procrastination” was bad. That 5-syllable word was filthier than my favorite 4-letter ones.

What I didn't realize is they're the same.

Are you putting off writing until you can pen your very best words? It's time to break that protective shell and scribble with abandon. Let your heart pour out as words on the page. Stop editing your best work before it even gets drafted. Write LOTS of things!

Write whatever's on your mind right now. Rant if you want to. Share the thoughts which terrify you. And allow your characters to live deeply — and messily — because it's in this way you yourself will begin to live!

Pursuing perfection is like hunting the holy grail. Don't be Donovan from Indiana Jones... in the same room, but not recognizing what you're looking for. Instead, create with abandon! Let life (and your first drafts) be messy!

---

*Demi Stevens, Book Whisperer, helps authors 1-on-1 to not just start, but finish and publish the book of their dreams. Offering concierge-style writing coaching, professional editing, book design and publication, Demi is the award-winning CEO of Year of the Book press.*

demi@yotbpress.com | Yotbpress.com

## POWERFUL PROFESSIONALS BUSINESS COACHING MEMBERS ARE ALREADY REGISTERED FOR THE NEXT MASTERCLASS.

Want to become a member?

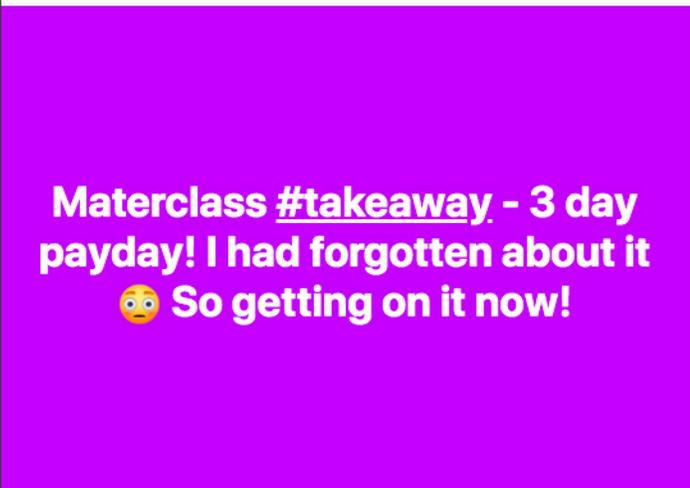
Sign up at [www.powerfulprofessionals.com/action](http://www.powerfulprofessionals.com/action)

 **Barbara Lenk Harrington**  
September 18 at 9:27 PM

The September MasterClass #takeaways for me were 1) the Ad Retargeting when someone doesn't buy 2) Mid Launch Bonus....big ah ha moments. Thank you so much Kim Phillips

 1 2 Comments

 **Teresa Erwin-Jones**  
★ Rising Star · September 18 at 2:43 PM



 **Sherry Lipp**  
September 18 at 1:17 PM

September Masterclass #takeaway - Overall - keep engaging with the people who have raised their hands. I've seen some good response from using P.S. and suggested products. I'm working more on that and working on a 3-day payday program.

  5 2 Comments

 **Clinton Wasylishen** Sale after the sale 😊 This is a super powerful concept that is not new to me but I needed the reminder. Once their wallet is open.....

 ·  · 1w

 **Val Heart** #Masterclass GREAT class, Kim & Kelly! I especially loved the upsells with various ideas about how to use that, mid launch bonus and fb ad retargeting with video ad. Oh, and the PS. I could keep going but you said just one. Just one? Really? Well, like potato chips, I can't do just one!! 😊

 ·  · 1w  1

 **Charles Hunter**  
September 16 at 7:30 PM

Take Away From Masterclass

- #1 - There are multiple ways to create sales surge
- #2 - Use some of the leads that didn't buy or stay engaged
- #3 - Learned ways to retarget
- #4 - MOST IMPORTANT LESSON WAS TO STAY ENGAGED..."Don't Let fruit die on the vine"

Thanks for a great class!

  Lou Santini and 5 others 2 Comments

 **Kathy Schmerzler** #biggestTakeaway bonuses and Q and A.

 ·  · 5d  1

 **Willetta Mays DeYoung** · 0:34 Awesome Masterclass today!! I want to implement all 7 new ways to multiply my sales, however, my # 1 takeaway is "implement one per month" 😊

 ·  · 1w  1

# SNARKY SELLS — BEST HOLIDAY PROMOTIONS FROM A SHARK TANK SUCCESS STORY

## JENNI-LYN WILLIAMS



By Caryn Streaun, Powerful Professionals

You may recognize Jenni-Lyn Williams from her appearance on Season 9 of Shark Tank, where she picked up two investors—Kevin O’Leary (aka Mr. Wonderful) and Bethenny Frankel—all for a joint investment of \$150,000 and a 50% stake in her company, Snarky Tea.



Since she appeared on the show in 2017, her company has grown by the hundreds of thousands of dollars. And before you complain that you’re a business of one or two people, she just hired her first full-time employee this year.

Jenni-Lyn is a member of Kim’s mastermind group and it is with this help she decided to launch a monthly subscription box for her tea, which also includes a snarky mug and candle, and it generated a waiting list in the first month!

She is a master at marketing tactics and promotions and has quickly learned what makes her the most money for the least amount of work. Here are some of her tips to get the cash flowing around the holidays.

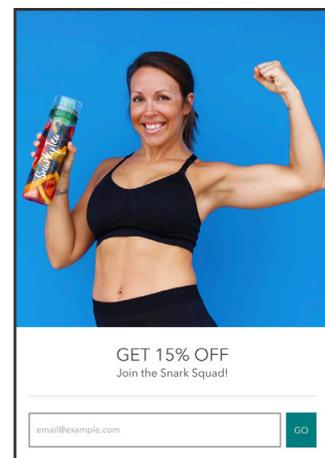
**1. Seasonal sells.** Looking at her past data, every time the company releases a seasonal-themed mug or gift, it often sells out. That got her to focus on making seasonal-blended teas, with her first one coming for Fall and a special release on October 1. Knowing how excited Starbucks customers get at the Pumpkin Spice Latte, Jenni-Lyn has added Basic Bitch, a pumpkin spice tea. She’s hoping to add a holiday spice blend in time for

Christmas shopping, along with a deluxe sampler and more holiday-themed mugs and tumblers.

- 2. Retargeting website visitors.** What has been hugely successful is following up with visitors who have put items in their cart on their website but never completed the purchase. They use a Facebook retargeting ad to that list and offer them a free tea sampler. The buyer pays just \$3.99 for shipping, which equates to breaking even for the company, but now they have the customer’s email address to add to their mailing list for future offers and promotions.
- 3. Onboarding sequence for new buyers.** Once you have made your first purchase (or ordered your free sampler) you are put through an onboarding email sequence where you are emailed on a regular basis with new promotions and offers. In just the last 3 months alone, Snarky Tea has generated more than \$80,000 in revenue through these emails. Be sure to check out our money-making emails in your portal to send to your list — they’re already written!



- 4. Use a Juicy Carrot.** As soon as you hop on the [www.snarkytea.com](http://www.snarkytea.com) website, you get an offer for 15% off. This costs her nothing but is a way to lure lookie-loos into actual customers by providing a discount before they even begin to shop. She has found it to be the case that they spend more up front because it saves them more on their purchase.



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**YOU DON'T HAVE TO HAVE A MARKETING BUDGET IN THE MILLIONS OR A HUGE STAFF TO GENERATE EXTRA INCOME DURING THE HOLIDAY SEASON. USE WHAT'S ALREADY IN YOUR ARSENAL OR THINK OF SOCIAL MEDIA ADS THAT MAKE SENSE FOR YOUR BUSINESS.**

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**5. Team up with others.** Kim recommends an online summit to offer value across multiple lists. If that's too much for you to take on during the holidays, Jenni-Lyn recommends DojoMojo (<https://www.dojomajo.com/home/>), a giveaway site of partnership marketing. You can partner with over 5,000 well-known brands for giveaways. At the conclusion, you get email addresses from everyone who entered — even those promoted by the partners!

You don't have to have a marketing budget in the millions or a huge staff to generate extra income during the holiday season. Use what's already in your arsenal or think of social media ads that make sense for your business.

To find out more about Jenni-Lyn and her brand (and check out her f\*cking awesome teas) visit [www.snarkytea.com](http://www.snarkytea.com).

If you want to create a bestselling sales funnel with the right Juicy Carrot, make sure to attend Rocket Launch in December. Visit <http://smcashmachine.com> for more details.

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## **WHAT IF YOU COULDN'T FAIL?**

### **BY KIM WALSH PHILLIPS**

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A few weeks ago I shared that as part of my class parent responsibilities for my girls' classes, I was responsible for the class scarecrow that displays in our town. I told both classrooms that if they left me in charge, they couldn't expect much because a crafter, I am not, but I would do it.

In the end, I solved the scarecrow challenge like I solve my business challenges and encourage our [#PowerTribe](#) to do the same... I found successful blueprints online and followed them.

And guess what happened Saturday?

They both won an award. Seriously.

I mean...

All the stress and worry and we ended up having fun doing it and won an award to boot.



It reminds me of the Voxer messages I get from our Inner Circle members when they have a win.

I have one from Russell Strickland the first time he went over six figures in his digital course funnel. And one from Lou Santini when he launched his membership and people joined. And one from Magda when she started selling her \$5,000 certification via a webinar and it sold. Again and again.

The worry about things not going perfectly had stopped them from launching before. From taking a chance and taking a risk. When in the end, the only thing they would regret is that they didn't start sooner.

But enough about others... how about you?

I have one important question for you to consider...

***If you knew you couldn't fail, what's one thing you would do today?***

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# THE RIGHT WAY TO FIRE AN EMPLOYEE

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By Shaun Buck, The Newsletter Pro

One of the most difficult parts of running any business is managing people. At my company, The Newsletter Pro, we have more than 60 employees, and, unfortunately, over the last five years, I've had to fire a few. Letting go of someone is never pleasant, but with a bit of studying, some trial and a ton of error, we've found a way to make the process as painless as possible for everyone involved. Below are our guidelines for firing someone and a few quick lessons I had to learn the hard way.

## Lessons in Letting Go

Don't let employees bring in anything that can't be carried out in a few small boxes, at most. I know that sounds harsh, but I have made the mistake of allowing people to bring in furniture, which caused a big scene when they left the company.

You need a witness for 100% of the process. Neither you nor the witness can leave the room at any point in the process. This is very important. If you mess this part up, you could end up with a lawsuit.

Finally, put yourself in the other person's shoes for a minute. Regardless of how "bad" an employee they were, don't forget that they are a person and their world has been rocked. You can be firm, quick, and compassionate at the same time.

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**FINALLY, PUT YOURSELF IN THE OTHER PERSON'S SHOES FOR A MINUTE. REGARDLESS OF HOW "BAD" AN EMPLOYEE THEY WERE, DON'T FORGET THAT THEY ARE A PERSON AND THEIR WORLD HAS BEEN ROCKED.**

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## Brace for the Moment

When you bring someone in to be fired, you want to make sure you start the conversation with a phrase that lets them know they are there for bad news so they have a minute to brace themselves. In any hard conversation, we start off by saying, "I need you to buckle up. This is going to be a hard conversation." Once we say that, we simply pause for a few seconds to allow them to brace, and then we jump right into the script.

*"Jim, we have decided to part ways with you, effective immediately. I want you to know I have given this a lot of thought, and my decision is final."*

## Keep the Moment Moving

Here are a couple of things to keep in mind about the above statement: First, it is very important to be brief. Notice I didn't give a reason why or try to justify my decision. I also made it clear that the firing isn't a negotiation by saying that I had given it a lot of thought and my decision is final. Should someone try to negotiate, I will remind them of these points. After a brief two-second pause, I then go into housekeeping info. Remember that they are scared right now because there are suddenly a ton of unknowns in their life, and we need to try and ease some of those concerns.

*"Jim, after we are done here, Ann will walk you to your desk so you can gather your things, and then escort you out. I will need your key to the office. Your final paycheck plus a two-week severance will be direct-deposited into your account on your next payday. Do you have any questions for me?"*

## Keep the Moment Concise

During the question part, you do NOT want to engage much. Many times, one of their questions will be "Why am I getting fired?" and you should have a brief answer already prepared for that question. For example, "As we've discussed previously, Jim, there have been issues with you and a few customers, and because of that, it is best that we part ways."

You'll notice that my answer is very brief in the Q&A section; remember, you do not want to engage here. You don't need to tell them how horrible they are, or how much money they have cost the company. First of all, they don't care, and second, you've already fired them — there's no need to kick them while they are down.

The script is short and sweet, and that is purposeful. Please don't drag it out. Don't engage in rehashing the decision or discussing the issues that are causing the person to be fired. You have to be firm here and stand your ground, or this process will be more unpleasant for everyone.

**It's Never Easy, But It Can Be Easier**

This is one of the most difficult tasks we business owners deal with. Practicing and using the above script will allow both you and your former employee the opportunity to part ways in a manner that is respectful and as painless as possible, which is as close to the "right" way to fire someone as you can get.

I want to leave you with one last reason why it is important to be respectful in this process. My friends at Infusionsoft say, "All problems are leadership problems." This means if you are having to fire someone for a performance issue, it is very likely that somewhere in the process, you or one of your managers didn't lead or offer enough training, and that is at least a part of the reason why your employee is now out of a job. Keep this in mind every time that you have to let someone go and it should be easier to treat them with kindness and respect.

*Shaun is the CEO of The Newsletter Pro, the largest custom print newsletter company in the country — printing and mailing millions of newsletters annually for diverse industries worldwide. Shaun was named Marketer of the Year in 2014, and for two years in a row, The Newsletter Pro was excited to land at No. 120 and No. 343 on the Inc. 500|5000 Fastest-Growing Companies list. You can connect with Shaun at [www.thenewsletterpro.com](http://www.thenewsletterpro.com) where you can request a free copy of his book, and learn more about the power of direct response marketing.*

**“LOVE WHAT YOU DO”  
A PLAN FOR CREATING A LIFE  
YOU LOVE FILLED WITH PASSION  
AND PURPOSE**

*Day one of her dream coming true and she is burglarized...*



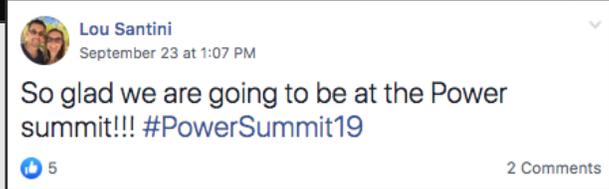
Dana Spinola, the founder of the boutique chain fab'rik's story is one of hustle and triumph. She stayed course and is changing the world through her commerce.

This book is entertaining, inspirational and perfect for a holiday break quick read. I was personally inspired by the way she uses her business to impact a cause she cares about most.

Available on **Amazon**.

**Bonus:** See Dana Spinola speak at **Power Summit 2019!** Get your tickets now at **PowerSummit2019.com**

**WE LOVE HEARING FROM YOU!**





## SAVE THE DATE FOR OUR MONTHLY POWERFUL PROFESSIONALS BUSINESS COACHING MASTERCLASSES EXCLUSIVE MEMBER-ONLY EVENTS

### THE HOLIDAY CASH SURGE

**3 Must-Have Promotions to Run Before the End of the Year**  
**October 21 | 1 pm EST**

During this monthly masterclass you will discover:

- **The Five-Figure Email:** A cut and paste email that drives thousands into your business in just one day
- **The Cyber Monday Multiplier:** A can't-lose promotion that works if you are b to b, b to c, online or local... getting your "on the fence" prospects to take action now
- **Holiday Week Hiatus:** Plug-and-play promotion to run while you take Christmas week off... watch the sales come in as you are on vacation

Plus prizes, open coaching and live Q&A

### SUPER FANS

**How to Attract, Grow and Multiply 1,000 Super Fans NOW!**  
**November 18 | 1 pm EST**

During this monthly masterclass you will discover:

- The secret method to attracting your dream prospects that is easier than you think.
- How to get engagement, comments, likes, shares, and sales without having to ask for it.
- How to multiply your fans quickly by getting them to spread the word for you.
- How to turn your following into customers without paid advertising.

Plus prizes, open coaching and live Q&A

**Your Masterclass Hosts:**



Kim Walsh Phillips and Kelly LeMay

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