

RISE

GROW YOUR AUDIENCE, CREATE WEALTH, UPLEVEL YOUR LIFE



NORTH STAR
KEY GUIDE TO ARTICLES

-  BUSINESS
-  HEALTH
-  FAMILY
-  SPIRITUAL
-  PERSONAL DEVELOPMENT

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Don't tell me what she saw... How to Generate Massive Leads and Sales in Five Minutes or Less	Are You A Manager or A Leader? Our Most Successful Ads of 2019 Bad News About Time Management
Power Strategy of the Month: Create your own GIF!	Congratulations to all our Power Awards Winners

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POWERFUL
PROFESSIONALS

Welcome Reader:



I love the Christmas/Hanukkah/New Year's season... for the extra sparkle in the decorations, the kindness people have for one another amidst the hustle and bustle, and in getting to control when, how much, and in what way we serve our tribe as entrepreneurs.

I choose daily. Always.

And you are probably like... let me steady my hot cocoa for a second... did she actually mean every single day?

You bet your delicious mini-marshmallows I mean it.

Here's the thing... I always take time off during the holiday season, but I've truly never had an entire day "off."

I made a conscious decision years ago that I would do something to work toward my dream every single day.

Yes, every day of the year, even when we travel, and yes, even on Christmas morning, I am up earlier than the rest of my family and I am at my laptop writing away. Not by drudgery, but by choice.

(I am writing this very sentence while we are away at Disney, my family is sleeping, and I am sipping on a warmish (these paper cups are terrible) cup of coffee in our suite.)

My writing, my coffee, and the quiet of the morning are a gift I give to myself daily and the start me off well for the rest of my day. I don't set an alarm. I don't "make myself" do this. I choose to.

Because writing is something I love to do. And reaching my tribe is my purpose. And I will never let a day go by that I don't try to reach at least one more. Not one day.

I am not saying this has got to be your plan. You do you, boo.

But I am encouraging you to think about it...

What is one thing you are willing to do each and every day without question to get you closer to your dreams? What's one thing you can do right now to move one more step toward your finish line?

This issue of RISE is filled with idea after idea and strategy after strategy to get you closer to your dreams.

Start by picking one to do a week and eventually one for each day. You'll see the difference it makes in your business and your life.

I can't wait to hear about your success!

In the meantime, I am wishing you and yours the happiest of holidays and prayers for love, health, and happiness all year through.

Cheers,

Kim "Always Up Early" Walsh Phillips

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About the Cover Photo: Inner Circle Member Chris Good gets his signed saber after winning it in the auction to benefit freeFabrik, along with Kim Walsh Phillips and Kelly LeMay.

WHAT WE'VE BEEN UP TO



AGENTS SELLS MORE AND CHAPSTICK, REPORTING FOR DUTY



DANA SPINOLA FROM FABRIK SHARES WHY YOU NEVER GIVE UP



SHARING THEIR BIGGEST TAKEAWAYS



BACK STAGE WITH OUR CELEBRITY GUESTS SUSAN BAIN AND LAURA GAWNE FROM TLC



GETTING THEIR CASINO ROYALE ON

WHAT WE'VE BEEN UP TO (CONT.)



INTRODUCING INNER CIRCLE PLATINUM



MEMBERS SHARED THEIR BEST PERFORMING CAMPAIGNS



IN THEIR 007 FINEST



MEMBERS TAKING ACTION



LOU AND TAMI SANTINI SHARE THEIR 5 FIGURE 90 DAY FUNNEL

THE BUSY BOOM:

How to Generate Massive Leads and Sales in *Five Minutes or Less*



By Kim Walsh Phillips, CEO Powerful Professionals



"I have so much time at the end of the year, I just don't know what to do with it all," said no entrepreneur. Ever.

Coming into the last few weeks of the year, we are rushed for time, energy, and often capital, and anything we do needs to give the biggest ROI it can. Now's not the time for time-sucking vampires to "brand" our way to success. We don't want merely the hope of results. We want real results.

And we want them now.

(Can I get an Amen?)

And in that spirit, I put together some of the most successful strategies of 2019 that only take minutes each and that you can use right now to multiply your ROI.

Use them now to generate a massive flood of leads...

1. Social Media Cluster: Want to hack the Facebook, Instagram, and LinkedIn algorithms? I mean, who doesn't?

To jump to the front of the line with posts and increase distribution (aka free advertising), you need quick engagement on your posts in the form of likes, comments, and shares.

Of course this can be hard when you are growing your following, stuck in the chicken and egg quandary.

But you can take control by forming a Social Media Cluster. This is a group of people who like, comment, and share each other's posts when they first run, giving a bat signal to the platform that it is a popular post that should be shared with more people.

You form the group with others looking to grow their platforms, and you each support one another in posts.

I suggest you create one group in Facebook Messenger that you each use to notify the others when you post so

**WE DON'T WANT MERELY
THE HOPE OF RESULTS.
WE WANT REAL RESULTS.**

you can all like, comment, and share and push your content to the top of the newsfeed over and over again.

2. Drop a gif. Want quick engagement on your posts? Instead of asking your followers to comment below which is a no-no in social media channels, ask them to drop a gif. These posts have high engagement and prime the pump for your other posts.

Some sample posts ideas:

- Happy Monday! Drop a gif to share how you are feeling today!
- Christmas is 2 weeks way! Yay or not ready yet! Drop a gif below to share how you are feeling!
- OMG...I was just on the XYZ Podcast! Can you say bucket list? Drop a gif to join me in celebrating!

3. P.S. Swap: Do a list swap with 1-5 people where you each promote something for someone else in your P.S. This does not have to do anything with the rest of your email. Everyone participating in the proposition will increase their leads and you will introduce your list to others you would recommend anyway.

Continued on page 6

Continued from page 5

For example:

P.S. Speaking of time, want a system to multiply your time and increase your leads? Check out this free masterclass by Josh Turner: www.powerfulprofessionals.com/turnermasterclass

4. Footer Banner: Are you using the space at the bottom of your emails?

When we are in a big promotion, we use this valuable real estate for an image to promote what's coming up.



5. Nine-Word Email: Want to get your "on the fencers" to pull the trigger to work with you? Send a nine-word email that compels prospects to respond. You will be tempted to add more to it than this. Don't. Just leave it as is.

Subject:

Name,

Hey,

Are you still looking for (outcome of what you do)?

Your name

Your prospects hate open loops and will want to reply. When they do, that is a lead to follow up with.

We use all five of these strategies often and they work again and again. Plan one or two to try this week and watch your leads and sales multiply.

And #powertribe members, join us for the December Masterclass on December 16, **Made to Thrive: Time Hacks for Productivity and Sales Multiplication.**

POWER STRATEGY: CREATE YOUR OWN GIF!



BY KIM WALSH PHILLIPS

We've tested including GIFs in our emails and it increases click-through and email response rate.

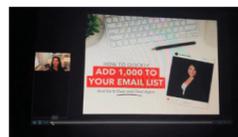
But to amp up our engagement, we tried creating our own GIF, and it worked!

How to do it: Using the boomerang app (download first to your phone), take a boomerang image of a video clip. I like to use a moment in my webinar where I had hand motions.

Then, insert in your email and link the GIF to your landing page or promotion.

Hi there, Kelly!

I'm sorry we missed each other for "How to Quickly Add 1,000 People to Your Email List" masterclass.



Whether you're just starting to think about an email list, growing rapidly or starting again for the tenth time...

I really hope that you're feeling excited about joining me inside [The List Build Blueprint](#).

Now, if you're still weighing the decision, I get it.

Try this for your next email series and test the results!

DON'T TELL ME WHAT SHE SAW...



By Demi Stevens, Year of the Book

Recently I heard an interview with Dr. Gary Chapman, author of *The 5 Love Languages*. His 1992 book appeared on the New York Times bestseller list more than 200 weeks, which is far more often than I've even read the list.

A "love language" is the way someone best understands that they are loved. You might enjoy being told you're valued in spoken words, or perhaps you prefer to be touched in a loving way. Maybe it's better for your partner to perform acts of service like doing the dishes or washing the clothes. Possibly diamonds and flowers are your best friends, or maybe it's enough just to have someone spend time with you.

In all but one of these "love languages" it involves showing rather than telling. Yes, you can say to me, "Demi, I'll love you forever," but I may or may not believe those words when you later leave your dirty socks on my kitchen floor.

In writing, we also have this saying, "Show, don't tell." It means the text will be stronger when our characters DO something.

Demi was upset about her flute performance.

vs.

Demi slunk off the stage.

But examples like this can be hard to locate in your writing. Instead, try this tip from my author friend Cara Achterberg (carawritesblog.wordpress.com):

Use the 'find' feature in Word to look for 'saw' or 'heard' or 'told.'

It's redundant to say:

*As Mabel sat outside in the cold December air and smoked a cigarette, worrying about what the mobsters might do to her after they finished their game of pinochle, she **saw a firefly flitting** across the surface of the pond.*

Of course, Mabel saw the firefly. She was sitting right there... odd as that might be in December.

IN WRITING, WE ALSO HAVE THIS SAYING, "SHOW, DON'T TELL."

Cut out 'she saw,' and change the verb tense.

*As Mabel sat outside in the cold December air and smoked a cigarette, worrying about what the mobsters might do to her after they finished their game of pinochle, a **firefly flitted** across the surface of the pond.*

Better yet, you could choose a more interesting verb like "zipped" or "hustled" or "glittered" (since fireflies flitting is soooo everyone else.)

You could even have Mabel wonder if the firefly was a sign or a warning... I mean, 'cause if the mob is after you and all...

Wishing you a heartfelt happy holiday that's filled with people speaking YOUR love language!

Cheers, Demi

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

OUR MOST SUCCESSFUL ADS OF 2019

Swipe & Deploy **Our Most Successful Ads** for Your Business



By Kelly LeMay, Powerful Professionals



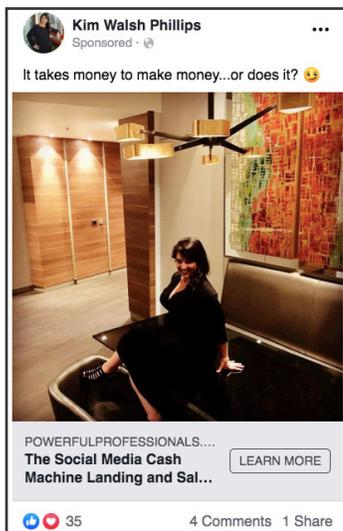
10,000 Fans Challenge Ad

If you haven't seen one of these ads in your newsfeed, you may be living under a rock. Our 10,000 Facebook fans campaign was BY FAR our most successful campaign of 2019, getting over 21,000 people to take the challenge.



We took the traditional "sign up for our webinar" ads and flipped them into a "take action now" ad by renaming it as a challenge.

How can you re-configure the way you are presenting your offer?

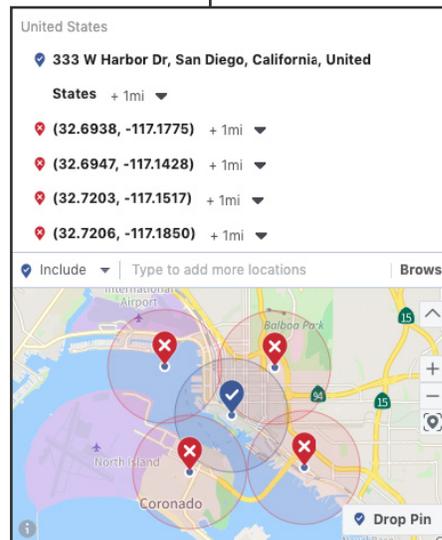


Warm 'em Up Ad

With over 10,000 unique clicks, at just pennies apiece, our blog campaign not only builds credibility but also creates an audience that we can re-target later with any offer. Our data shows that running a blog ad alongside our offers has dropped our cost per lead by up to 20%.

Hotel Hijacking Ad

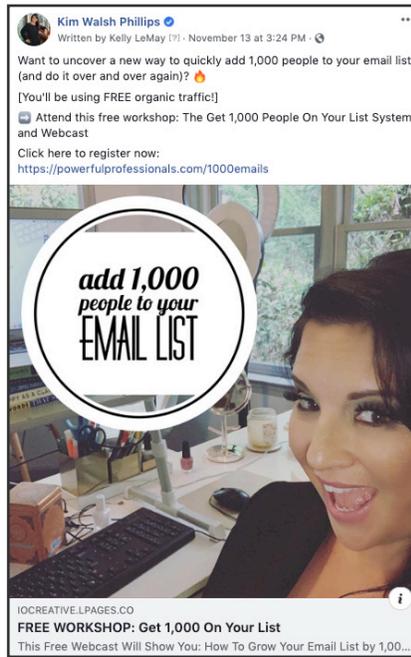
Whenever Kim speaks at an event, we run ads to that audience, at that particular hotel. We lovingly refer to this technique as "Hotel Hijacking." For most people, the smallest radius Facebook allows you to target is 1 mile. However, if you exclude the areas around the hotel, using the drop pin tool, you can narrow your targeting to only the hotel building where the conference is being held.



The 3-Line Post

This is our tried and true Facebook ad formula for webinars, free reports, events, or whatever you want. This formula has attracted over 2,600 to our List Build Blueprint webinar at between \$6-8 per lead. The formula goes like this:

1. Ask a question
2. Provide the solution
3. Call to action



Which ad template will you try in 2020? Post in the Facebook group to let me know!

<https://www.facebook.com/groups/PowerfulProfessionals>



SAVE THE DATE!

**POWER SUMMIT 2020:
FIND YOUR BURIED TREASURE!**

NOVEMBER 5-7, 2020

FT. LAUDERDALE, FL

POWERSUMMIT2020.COM

NEWEST INNER CIRCLE MEMBERS



By DeeAnn Memon, Powerful Professionals

Inner Circle has grown again in November with three new Mastermind Members joining us from the Power Summit 2019 in Orlando, FL. All three have already hit the ground running with their webinars and their community with our other members. Such a pleasure to welcome them!

LISA GOOD



I'm a mom and Cybersecurity expert on a mission! For over 22 years I have managed an IT company with my husband, Chris. I have four children (just four) who are teenagers. After my 15-year-old nephew ruined his life with his iPhone and the Dark web, I've been on a mission to help parents and everyone who works with kids to

understand the real dangers of technology and how they can protect their children and preserve their future. I take parents and adults from confused and overwhelmed to comfortable and confident so they can protect their kids in today's digital world.

MIMI SHEFFER



Mimi Sheffer helps solopreneurs, specifically network marketers and relational salespeople (Realtors, etc.), to develop branding and social media marketing strategies to grow their businesses and increase their lead generation and profits. She also serves small-to-medium-sized businesses with strategic planning and

market positioning, cohesively aligning all their messaging, advertising, and marketing efforts.

A wife and mother of two, she is originally from Tennessee and has lived on the Gulf Coast of Florida for the past 22 years. A serial entrepreneur, Mimi thrives on creating, supporting, and nurturing others to success.

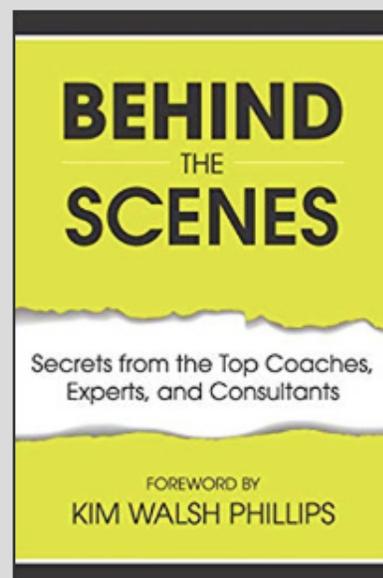
CLINTON WASYLISHEN

Clinton works with small business owners who want to obliterate complexity and rocket their profits. Clinton has lived with his wife and two children on the Pacific coast of Costa Rica after making the move nearly five years ago from the bitter cold of Canada... all while running his brick and mortar business from afar! Clinton has started multiple seven-figure businesses from literally nothing, and loves helping business owners scale past the seven-figure mark in their business as well!



DO YOU HAVE THIS BEST SELLER YET?

Get yours and your **FREE** power pack at [Behindthescenesbook.com!](http://Behindthescenesbook.com)



SAVE THE DATE:



#POWERTRIBE MASTERCLASS

December 16, 1 pm EST: Made to Thrive: Time Hacks for Productivity and Sales Multiplication

MASTERMIND MEETING SCHEDULE

December 4: Facebook Office Hours, 12:30 pm EST

December 13: Tech Office Hours, 12:00 pm EST

December 13: Masterclass, 1:00 pm EST

December 18: Facebook Office Hours, 12:30 pm EST

December 27: Tech Office Hours, 12:00 pm EST

January 10: Masterclass, 1:00 pm EST

UPCOMING LIVE EVENTS

ATLANTA

SIX-FIGURE COURSE BLUEPRINT INCUBATOR **December 5-7**
Register at <https://powerfulprofessionals.com/sixfigurecourse>

BRANDING PROFITS VIP RETREAT **April 23-24**
Registration information coming soon!

BESTSELLING BOOK INTENSIVE **May 7-8**
Registration information coming soon!

FT. LAUDERDALE

2020 Power Summit: Find Your Buried Treasures **November 5-7**
www.powersummit2020.com

BAD NEWS ABOUT TIME MANAGEMENT



By Todd Tramonte, Powerhouse Mastermind
Member and North Star Coach



You can't manage your time.

It just isn't a thing.

The only thing you can manage is yourself and that is hard enough for this article and then some. For us to make the most of our time—which happens to be our absolute most limited resource—we must have strategy, discipline, and integrity. There is nothing that can make or break your 2020 quite like how you steward your time. I use the word steward because it reminds me, and I need to read this as much as anyone, that my time is a gift from God and it is to be used for His purpose and glory and not my own.

For years, I've been telling team members in our businesses as well as our coaching and consulting clients all over North America that the most valuable technological tool we use in our businesses is our calendar. Many are shocked that it isn't a camera, the Multiple Listing System, our CRM, automated text, PPC, pixels, Facebook, email, or cell phones. Nah, to waste time is a travesty, and the calendar is so simple and so powerful it must be respected for the lever that it is in life.

The calendar is simply where we prioritize our lives. <<< Read that again.

The calendar is a visual representation of our priorities, our goals, and our commitments. So, let's commit to an amazing life full of amazing relationships and amazing experiences in 2020.

1. Start fresh with a completely clear calendar.

Purge what you have been working off of lately. There may be a temptation to just tinker with your preexisting calendar, but give yourself the mental flexibility to look at your calendar with a blank slate. Consider what has been working up to this point and what hasn't. You may end up with a lot of the same time blocks, but it's a good exercise to start fresh.

2. First, add your top priorities.

I'm not talking about sales prospecting or follow-up. The first things that need to go into your calendar are your non-negotiable top priorities. These are the things that you feel

called to, that reflect your life's purpose, and the things you find fulfilling. These add the most value to your life. There is no point in building a successful business if your top priorities are taken away by it.

This is when you are likely to add blocks for time with your family, like kids sporting events, date nights, or even smaller daily activities that you're committed to. Be sure to block off time for church, volunteer activities, and other organizations. It's a great idea to know when you are going to take care of yourself with time blocks for workouts, healthy eating, and rest as well.

3. Next, add your essential work tasks based on your role.

Now that your top priorities are locked in, it's time to get down to business. Consider the key responsibilities in your role that need significant blocks of time devoted to them. These are the most dollar-productive uses of your time and the work that only you can do. Give these the amount of time that they demand. Other things need to fit around these.

Leave some margin to deal with the unexpected as well as to account for prep time, travel time, and predictable delays with technology, etc. If all of your time is stacked up with no margin, you will start to bleed into other time blocks when unexpected tasks pop up. Give yourself some wiggle room.

4. Revisit and evaluate.

After the first few weeks of the year, you will want to circle back to your calendar to make sure all of the appropriate blocks are accounted for. Things can change. New responsibilities arise. New opportunities present themselves. Re-evaluate to make sure that everything is still being accounted for.

5. Have enough integrity to stick with it.

No amount of preparation is going to help you if you don't have the integrity to stick to your word. When you build out your calendar, you are making a commitment to yourself and your family. If you don't stick to your calendar, you are not sticking to your word. Compromising on your calendar will prevent you from achieving the results you want.

WHEN YOU COME UPON TIME BLOCKS THAT YOU ARE NOT USING, YOU NEED TO REEVALUATE THOSE PRIORITIES AND EITHER TAKE THEM OFF YOUR CALENDAR OR DOUBLE DOWN ON YOUR DISCIPLINE TO STICK TO THEM. YOU WILL HOPEFULLY RECOGNIZE THOSE BLOCKS THAT YOU'RE NOT GIVING YOUR FULL ATTENTION TO AS YOU REVISIT AND EVALUATE.

When you come upon time blocks that you are not using, you need to reevaluate those priorities and either take them off your calendar or double down on your discipline to stick to them. You will hopefully recognize those blocks that you're not giving your full attention to as you revisit and evaluate.

You may want to consider color coding and testing different lengths for different tasks as well as putting different commitments at different parts of the day based on your energy and focus levels.

Finally, use one single calendar for all of your life. Personal and professional lives are not black and white, they spill over and intertwine. Get it all in front of your eyes on a daily basis.

Have a truly "fascinating" 2020!

WELCOME

TO OUR NEWEST MEMBERS OF POWERFUL PROFESSIONALS BUSINESS COACHING!

Sally Cevasco

Dennis Glennon

Lisa Good

Clinton Wasylishen

Tiffany Schleupner

Maria Fischette

CONGRATULATIONS TO ALL OUR POWER AWARDS WINNERS



By Caryn Streat, Powerful Professionals

It was the most fun, engaging, colorful, high-energy event we've ever held for 2019 Power Summit. To top it off, we got to glam it up and recognize the achievements our #PowerTribe members accomplished this year. Dr. Russell Strickland launched his webinar for the first time and went from \$0 to making over six figures. Lou & Tami Santini brought in more than five figures in only 90 days.

From a first to launch award (Congratulations, Cathy Frost!) to a fun cocktail party with champagne sabering performed by Top Chef star Stephen Asprinio all to benefit free fab'rik, here's a recap of all our winners.

Four contenders were up for the coveted Member of the Year award. To enter, we asked tribe members to submit a video telling us what they most liked about being part of the tribe and the benefits they received. Up for nomination were Val Heart, Teresa Erwin, David Stelzl, and Lou & Tami Santini.



Walking away with a HUGE \$5,000 check was **David Stelzl**, an expert of marketing and selling security solutions. David was the first video testimonial for our

12-Minute Social Media Cash Machine course, and an active member of #PowerTribe and Kim Walsh Phillips' Inner Circle. He continues to refer new clients to Kim's coaching and is a huge supporter of others in the Facebook group. Congrats!

Members who launched a course this year were encouraged to submit eligibility for the Silver Medal, which meant selling your first digital course. Diana Asaad, Cathy Frost, Donna Crenshaw, and Suzi Seddon all made sales on their first webinars and received an engraved plaque awarding their success.

The Platinum Award was handed out to those who made more than \$25,000 in sales from their digital course, whether



as an Inner Circle member or as part of the Six-Figure Blueprint course. Congratulations to David Stelzl, Mike "Ski" Jaczewski, and Lou & Tami Santini, who all won this award.

For those who generated more than six figures from their funnel, they were eligible for the Pinnacle Award, an engraved glass plaque to display. A big round of applause for Tristan & Sabrina Truscott, Todd Tramonte, Scott Whitaker, Magda Castañeda, Dr. Fred Rouse, and Dr. Russell Strickland.

Dr. Strickland was the recipient of the Powerful Professionals Founders Award and won a prize package worth more than \$25,000 including 3 months of VIP one-on-one calls with Kim, a full feature in an upcoming magazine, email and social media promotion to our list of over 1 million, and two live interviews.

We can't wait to celebrate your success in 2020! Be sure to purchase your ticket to next year's event at www.powersummit2020.com and start launching your digital course today at www.sixfigurecourseblueprint.com.

THESE #POWERTRIBE MEMBERS ARE TAKING ACTION. (FIND THE MASTERCLASS IN YOUR MEMBER PORTAL)

Tammi Johnson Young
Rising Star · November 19 at 2:59 PM

Master Class was awesome! So many #takeaways! Loved the coaching too! #powertribe

#POWERTRIBE
How to Attract Grow and Multiply Super Fans Now
November 18, 2020

TAKEAWAYS

1. Identify the customers I love & market to those types of ppl/audience
2. Show the love to my current Super Fan customers
3. Email every week! Stay in contact with my people
4. Have a purpose or reason to rally together. Make a family tribe team
5. Make it Better than Right - use the Seattle from Star Trek trick. Over estimate delivery. Deliver early - Beat customer expectations by being better.

ACTION STEPS

Task	Deadline	Do or Delegate?	How Much Money Will This Make Me?	Outcome
Create a Thank you video w/ rebuild of website	Friday	DO	\$5K-10K \$100K/yr	Share + new customers + social proof + Customer loyalty
FB Announcements Email each week 10 Offer	every mon.	DO	\$5K-10K \$60K/yr	Customer fans shares referrals
Advertise create a new feature Best Customers via an email blog post on website post to so. media	11/30/19	DO	\$10K-100K \$120K/yr	Customer excited referrals web traffic shares

5 Comments

Sherry Lipp
November 20 at 11:28 AM

Getting caught up on November's Masterclass today. So many great takeaways! My overall is that I really need to solidify my target. I have a niche within a niche and I'm trying to figure out how to zero in on that. #takeaway

#POWERTRIBE
How to Attract Grow and Multiply Super Fans Now
November 18, 2020

TAKEAWAYS

1. Narrow down target market who will buy
2. Turn into super fans into advocates of my brand - invite people to attend more like them
3. Come up with a community to rally together about
4. Give Permission - then give encouragement
5. Give rewards - spot light / reward most loyal and active customers.

ACTION STEPS

Task	Deadline	Do or Delegate?	How Much Money Will This Make Me?	Outcome
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5

Deb Milotte
Visual Storyteller · November 20 at 7:06 AM

November Masterclass #takeaways ❤️ Thank you Kim Phillips and #PowerTribе for a Valuable Class! Happy Thanksgiving Everyone!

#POWERTRIBE
How to Attract Grow and Multiply Super Fans Now
November 18, 2020

TAKEAWAYS

1. Celebrate & shout-out MEMBERS *** Allow others to celebrate them too
2. Target "Prinds 7 Prinds" (seen this on my feed... it was)
3. Going the DISNEY way 7 Better & Beyond 7 Making the "offer" stand out: under say yes right away
4. Knowing the person < play example >
5. The "PALLY" Technique! getting interested in a customer

ACTION STEPS

Task	Deadline	Do or Delegate?	How Much Money Will This Make Me?	Outcome
Reach out to give to work with	11-22	DO	\$	REALLY TO KNOW THE client
create pay ment/links	11-23	DO	\$ out front 97 per when convert	celebrating the adoption of client
create link magnet	11-24	DO	\$ potential	generate interest to join me!!!

3 Comments

Clinton Wasylishen My action plan... build out a new juicy carrot for my NEW target audience, build out content for a new FB group, create the FB group, and then promote that FB group to that audience.

ARE YOU A MANAGER OR A LEADER?



By Shaun Buck, The Newsletter Pro

When I was just starting out in business, I couldn't understand why any company paid a group of people to manage. I know that sounds dumb, but it didn't make sense to me in my late teens. Here were these people who got paid a ton of money and appeared to do very little actual work. It kind of sounded like the best job ever. You're paid well to tell people what to do, but don't actually do anything yourself.

As I became older and wiser, I realized that managers do a little more than 18-year-old Shaun thought they did. Now that I run a business that employs over 60 people, I realize there's a distinct way people want to be governed in their work life.

**BY EXERCISING LEVERAGE,
LEADERS CAN EMPOWER
THEIR TEAMMATES TO ACHIEVE
GREAT OUTCOMES.**

Managers—as I knew them—crossed tasks off the list, told people what to do, and barked orders. The deeper I got into my company, the more I learned this doesn't work. If you're concerned about attrition, continuity, and growth, then being the kind of manager I imagined is a sure-fire way to send people out the door. I had to make the transition from a manager to a leader.

Management vs. Leadership

Management and leadership have fundamental differences that create strikingly dissimilar experiences for employees and teammates alike. Managers dictate. They tell people what to do, try to control every outcome, and possess as many tasks as they can because they lack trust.

Leaders delegate. By exercising leverage, leaders can empower their teammates to achieve great outcomes.

Leverage isn't about making an employee do something you don't want to do. It's about delegating tasks that play to the strengths of your teammates so they can succeed. That's how leaders give opportunities for others to grow and, more importantly, fail.

Managers take credit for great accomplishments, place blame when something goes wrong, and let external forces justify their mistakes. Leaders take responsibility for everything. The book *Extreme Ownership* explains, "There are no bad teams, only bad leaders." No one is above the team, especially the leader. When issues arise, leaders take ownership of the problem and work with their team to find mutual solutions.

Managers create and foster conflict. They fertilize a breeding ground of gossip and negativity. Leaders embrace and resolve conflict. The fear of conflict is one of the *Five Dysfunctions of a Team*, which is the name of Patrick Lencioni's famed book. This fear can single-handedly tear down any success you hope to achieve within your organization. Leaders tackle this with understanding and empathy.

Game Changer

A good leader can add so much value to the business. They can train people to improve at their jobs and motivate employees to push through a hard time or task. They can figure out complicated problems and even create or fix systems. Leaders can help with customer service and customer retention. They keep the team accountable, prioritize tasks, and make sure everyone shows up and works. The list is endless, but we all know a good leader is a must-have for any business.

The leader, in many cases, can make or break the business. Leadership guru John Maxwell states this in what he calls "The Law of the Lid." This "law" explains that a company's growth is confined to the capacity of its leadership. The greater the capacity for leadership, the more successful the business.

Insufficient Leadership

That leads me to the first area where a business can get stuck: not enough leadership. When you first start out, it's just you. Then you reach the point where you need some help, so you promote a high-performing employee to your first leadership role. This is no small feat, as you've doubled the amount of leadership you had.

Far too often, entrepreneurs don't invest in their team soon enough. You come up with a dozen reasons why this isn't a good time to expand the leadership team—like cost, or whether the new leader will have enough work to do—when you should have hired someone new weeks ago.

By not hiring and growing your leadership team, you will eventually stall and get stuck. Your business will move a little forward and then back, and this process will continue until you increase the company's capacity by hiring competent leaders.

Leadership Growth = Business Growth

You can also stop growing when the business outgrows the leadership team. This has happened to me on multiple occasions. When you're starting out, you typically don't hire high-level people with years of outside experience. As you grow, most employees can keep up with you.

After a while though, you will find that many of your leaders are actually just managers. Sometimes, these are the people who have been there for you through thick and thin, and you feel loyalty to them. But as the person responsible for doing what's best for the company, you have to delicately work with the manager who isn't the right fit anymore to exit them from the business. It sucks, but it is the reality of business and growth.

The Nitty-Gritty

In real life, these decisions aren't easy, and they are one of the top three worst parts of my job as CEO. But my duty to the company and every other employee is to make these hard choices.

My job is to create opportunities and a healthy company for every employee, not just a few people. Does my job suck sometimes? Hell yeah, it does. And if you ever find yourself in one of the unpleasant situations above, it will suck for you, too. But this is what we get paid to do. So, rip off the Band-Aid and get back to growing your company. In today's competitive environment, you have no choice. It is grow or die out there.

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 where you can request a free copy of his book, and learn more about the power of direct response marketing.



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