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NORTH STAR
KEY GUIDE TO ARTICLES



BUSINESS



HEALTH



FAMILY



SPIRITUAL



PERSONAL
DEVELOPMENT

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More Time for What Matters Most
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New Year: New You
The #1 Secret that Can Get You Instant Publicity!
Powerful Professionals Member Spotlight
How to Stop Working So Much and
Multiply Your Sales

New York, NY ♦ Palm Beach, FL ♦ York, PA

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Powerfulprofessionals.com

Price: \$97.00

POWERFUL
PROFESSIONALS

Welcome Reader:



Ahhh... January.

The month of making promises and breaking them...

According to Forbes, only 25% of people who make resolutions stick to them for 30 days and only 8% fulfill them.

This year, instead of making a resolution—just a dream with no plan to make it happen—set goals that are ensured to come true.

How?

After you set the goal, write out the steps you need to take to accomplish that goal. Then, delegate anything that isn't in your super-power circle. (More on that in the January #PowerTribe live Masterclass series.) Then put all of your super-power tasks on your calendar in set time slots.

It's how you make goals become more than wishes.

Like saving for a house and putting a budget in place that you follow.

You create a plan that you control for making your dreams come true.

On January 1st this year (which comes after I write this welcome), I fulfill my yearly ritual of going out to sit on the beach at sunrise and writing out my yearly goals with time to mediate and pray to ensure they have God's blessing. Then, on the plane ride home to Atlanta, I will map out the tasks, mark off what gets delegated, and place the other tasks in my calendar.

It's how I've accomplished all of my major goals.

And anytime I haven't accomplished a major goal it is because I didn't follow this process.

So how about we make this year different? Stop dreaming and start doing.

Let's make 2020 the year all of your dreams come true.

Because, after all. You were **#madetothrive**.

Cheers,

Kim "Dreams Do Come True" Walsh Phillips

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About the Cover Photo: Burning Anything in the Way at the Six Figure VIP Retreat

WHAT WE'VE BEEN UP TO

SIX FIGURE VIP RETREAT



HOW TO **STOP** WORKING SO MUCH **AND** **MULTIPLY YOUR SALES**



By Kim Walsh Phillips, Founder, Powerful Professionals



Back in the day I worked all of the time.

And I was completely broke.

And I've got to tell you... there are a lot more fun ways to be completely broke than working all. Of. The. Time.

I had thought that working hard was supposed to lead to success. After all, I had been taught that my entire life. The problem was, it wasn't working.

I would go to networking events, volunteer on boards, and be as visible as possible, all with the hope of getting that next referral.

If they can just see me more... if I can just meet that right next person... if someone could notice I am the right match for them...

My business strategy was basically hope. I was hoping word-of-mouth would work and referrals would grow my business.

Guess what? Hope isn't a business strategy.

I needed a system that would put me in control of my business growth. One that would generate clients even

when I wasn't working. One that could achieve my business goals and allow me to occasionally take a day off without fear that my entire company would fall apart.

I remembered a Tony Robbins quote:

"If you want to be successful, find someone who has achieved the results you want and copy what they do and you'll achieve the same results."

So, I started asking other successful business owners for what was working in their business and one of my friends gave me a copy of Dan Kennedy's book, "No B.S. Guide to Direct Marketing for Non-Direct Marketing Businesses."

My mind was officially blown. This book introduced the concept of direct response marketing to me. This is the concept that you can do your marketing not just to build awareness (or hope of a referral) but to drive in results.

I devoured that book and was determined to find a way to apply its strategies to my business in spite of the fact that the author hated social media, the thing that I did for a living.

I looked to others who were building their business online and saw that most of the successful brands didn't start by trying to get the sale. They started by giving value first with a gift.

So I created a gift, a simple one-page PDF download, and it started to work.

I started growing my list from 1,500 names that had all come from attending networking groups, getting a business card, and entering it in my database, to over 80,000 people.

And the leads were great but I still needed sales to come in without much time to make them...

It was then that it hit me...

I could combine something I was already doing with an opportunity to sell. I had been emailing my new leads once

**WITH A SIMPLE CALL TO
ACTION ASKING THEM TO
COME ON A PROSPECT
MEETING, I COULD FILL MY
BOOK OF BUSINESS.
AND IT WORKED!**

a week to keep engagement up, and I could simply start by adding a P.S. offering to sell something.

With a simple call to action asking them to come on a prospect meeting, I could fill my book of business. And it worked!

Just like that, I started turning those leads into clients.

But that wasn't the end of the changes that worked.

I also created a few "back pocket" sales campaigns that would generate new clients on demand. They are the same campaigns we use to this day and that work for our members.

From a "9-word email" to a "Credit Campaign," these campaigns create quick surges of cash, even using them over and over again. No scrambling. No working all night long to complete a campaign. Just plug. And play.

We've taken the framework and broken it into a system...

The L.E.S.S. is More Client Generation Machine

L: Leads

E: Engagement

S: Sell

S: Sell Again

Work less and make more money while having more fun!

To kick off 2020, we are doing a masterclass series on the L.E.S.S. is More System, with weekly live workshops and daily videos from me.

Do you want to get more done in the first few weeks of January than you did all last year? Get the **Made to Thrive Planner System** now.



madetothriveplanner.com

Here's the schedule:

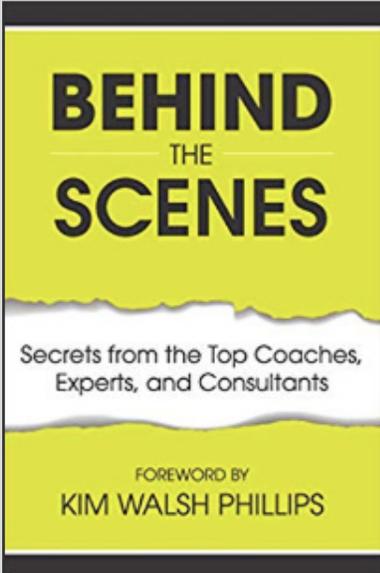
- **January 13: The Lead Flood**—How to generate massive leads of your perfect prospects in less than ten minutes a day.
- **January 20: The Trust Machine**—Easily engage your list to go from not knowing you, to liking and trusting, to sale and super fan.
- **January 27: Sales Avalanche**—Plug and play emails and ads to generate sales on demand over and over again.
- **February 4: The 10x Multiplier**—How to increase your sales over and over again on auto-pilot to guarantee 2020 is your best year yet.

If you are in #PowerTribe, you are automatically registered. If you aren't, join now at powerfulprofessionals.com/powertribe.

Let's make 2020 the year you work less, make more money, and have more fun!

DO YOU HAVE THIS BEST SELLER YET?

Get yours and your **FREE** power pack at Behindthescenesbook.com!



BEHIND THE SCENES

Secrets from the Top Coaches, Experts, and Consultants

FOREWORD BY KIM WALSH PHILLIPS

READY, SET... LAUNCH!

How to Manage a *Chaos-Free Product Launch* in 2020



By Kelly LeMay, Powerful Professionals

Is launching a new product, program, or service in your plan for 2020?

Not sure how or where to start planning?

By working with Kim for over 15 years, I've been part of A LOT of launches. Through those launches I've created a fail-proof system to not only get all of the tasks done, but to make it feel more manageable.

We can all suffer from analysis paralysis. You know, when you are completely overwhelmed, and you don't know where to start... so you don't do anything.

Was there stress? Sure.

Did things sometimes get harried? Of course.

But having a plan to fall back on made certain that everything got done no matter what popped up.

Start with a Simple Timeline

Create a basic timeline working backward:

- Select a Launch Date at least 6 weeks out
- Select a Promotion Start Date (approximately 10-14 days before Launch Date)
- Start building all of the materials — landing pages, ads, etc. (1-2 weeks prior to Promotion Start Date)
- Write copy for all of your materials — landing pages, ads, etc. (1-2 weeks prior to building the materials)

Fill In Your Task List

If you are launching on a webinar, your very first task will be to create your actual sales presentation. Again, working backward will make sure all of your messaging matches.

From there, your tasks will depend on how you are promoting your launch. Tasks can be broken into 3 categories: Set-up, Promotion, or Other. And for each task you'll want to list out sub-tasks. For example:

Category	Tasks	Sub-Task	
Set-up	Create Landing Page	Write copy, create imagery, build page, connect to CRM	
	Promotion	Create Facebook Event	Write copy, create image, post
		Schedule social media posts	Write copy, create images, schedule posts
	Facebook Lives	Plan script, put in calendar to do	
Other	Gifts for Livecast guests	Determine gifts, get addresses, send gifts	

ASSIGN YOURSELF ANYTHING THAT IS YOUR SUPERPOWER...DELEGATE THE REST.

Use a Project Management Software

Once you have your list of tasks, it's time to start crackalackin'!

Assign yourself anything that is your superpower...delegate the rest.

I HIGHLY recommend using something like Basecamp or Asana to keep all of these tasks visible. If they aren't kept somewhere, they will remain in your head (nothing against your head, it's just not the place to store dozens of tasks). Also, getting tasks out of your head and into a system is going to give you more clarity to focus on your goal.



Basecamp

Working backward, give yourself a realistic amount of time, and follow a plan. This is the only way for a chaos-free launch. Want to see our Basecamp task lists for our Audience Avalanche Livecast earlier this year? Check it out at www.powerfulprofessionals.com/launchtasks.

POWERFUL PROFESSIONALS MEMBER SPOTLIGHT: SHERRY LIPP



By Caryn Streaun, Powerful Professionals

It's funny how you can start on one path and end up on a completely new one when you least expect it. That's exactly what happened with **#PowerTribe** member Sherry Lipp. She came to know Kim because her company, an IT firm, had purchased a course on social media marketing.

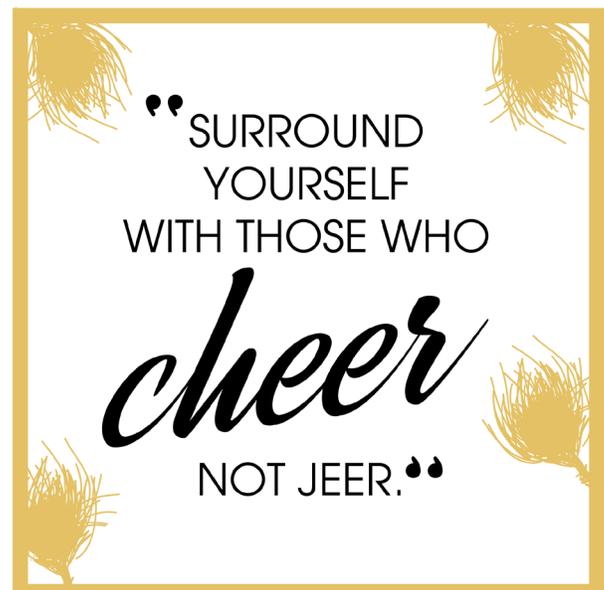


Since she handled the marketing, she was the email contact who received all of Kim's daily emails. Because of this, she watched every webinar that was offered and it clicked that this made a ton of sense for her as an individual writing a book and starting a coaching business. Her CEO just needed the social media tips but Sherry found a whole new purpose.

Sherry has been able to manage her Crohn's disease for the past 20 years with ZERO medications by following the Specific Carbohydrate Diet. She has created recipes to follow the diet and started sharing online for some friends who asked. In doing so, she was invited to speak at a conference. Obligations kept her from attending but she knew she had several strategies in her back pocket from Kim's trainings.

Where before she would have sent her book free for attendees, she now knows to collect email addresses so they're added to her list before giving them a free item.

Sherry loves having the accountability in the Facebook group and challenges to keep her on schedule. We are thrilled to have her as such a welcoming member of **#PowerTribe**. For more information on Sherry and the Specific Carbohydrate Diet, visit happygutforlife.com.



NEW YEAR: NEW YOU

HOW VIOLET WHITE COACHES HER CLIENTS THROUGH PHYSICAL TRANSFORMATION



By DeeAnn Memon, Powerful Professionals



So many of us come out of the holiday season with some kind of resolution to get healthy and lose weight. We all know what we are supposed to do... count calories and exercise... right?

Wrong!

According to Violet White—Inner Circle Mastermind Member and Nutrition and Diet Coach at White Iris Transformational Coaching and Wellness—it is actually food sensitivities and gut health that keep us from losing the weight we want, along with a myriad of other problems.

Violet explains that many of her clients come to her initially complaining about their weight but then reveal over time that they are also experiencing lethargy, depression, and even issues with intimacy. All of these things can be attributed to unhealthy lining in the digestive tract that blocks the body from absorbing nutrients it requires to stay healthy and keep fit.

The happy hormone, serotonin, is widely believed to be produced in the brain; however, 80-85% of our serotonin is actually created in the gut. As we experience inflammation from poor food choices or foods we are sensitive to, the levels of serotonin drop significantly, leading to a host of emotional issues on top of the physical problems.

Another common deficiency relating to poor gut health is Vitamin D. As a matter of fact, according to the National Institute of Health, almost half of all adults in this country are not absorbing enough Vitamin D, resulting in symptoms like bone and back pain, depression, impaired wound healing, bone loss, hair loss, muscle pain, fatigue, and the inability to fight off illness or infection. Vitamin D is essential to a healthy gut but cannot be absorbed by one that is unhealthy. It is a vicious cycle.

So what is the solution? Before you dust off your Fitbit or order your next month's meals through Nutrisystem, have your food sensitivities assessed through saliva or blood samples. If you really want to know how healthy your digestive lining is, Violet's partner and daughter-in-law, Lola White, is also a

Violet's Top 5 Tips to Transform Today

1. Read the labels of the foods you are purchasing—not so much the nutritional values, but the actual ingredients. You are looking for food that has ingredients you could buy at the store—nothing that sounds processed or like a chemistry experiment.
2. Make sure you are getting enough soluble Vitamin D through supplements, sunshine, or foods. Fun fact about Vitamin D: it absorbs best when taken with a large meal.
3. Incorporate probiotics into your daily routine. This does not have to be in an expensive capsule. Probiotics are also available in foods like miso, kimchi, kombucha, and sauerkraut.
4. Drink at least half of your weight in ounces of water daily (EX: If you weigh 120 pounds, drink at least 60 ounces per day). Add 12 ounces for every cup of coffee or if you exercise to the point of sweating. For an extra bonus to your gut health, start your morning with 12 ounces of water with 2 Tbsp organic apple cider.
5. Last, but certainly not least: implement stress reduction/management techniques to improve overall well-being as well as gut health. Deep cleansing breaths followed by a period of quieting the mind can turn your *chaos* into *calm* in less than 10 minutes.



licensed nutritionist who can order more detailed testing for you. You can contact her at lola@whiteiristc.com.

Violet's clients have experienced permanent weight loss success, but even more importantly, they have an overall wellness that could not have been achieved without her healthy gut program. She is currently working with the famous Dr. Jackie Walters of the hit Bravo show *Married to Medicine* on expanding her reach into a broader network of women to spread the word and help as many as she can. To learn more about Violet White or White Iris Transformational Coaching and Wellness, visit www.whiteiristc.com.



POWER STRATEGY: USE INSTAGRAM & FACEBOOK STORIES

BY KIM WALSH PHILLIPS

If a launch is part of your 2020 plan, then using Stories on Instagram and Facebook may be just the thing to build the buzz you need.

Stories are quick snapshots sent to your audience that are separate from your regular posts. They only last 24 hours but have wider distribution than posts.

To use them to build buzz, create a series of "behind the scenes" stories of you working on the launch. From coming up with the idea, to meeting with your staff or VA, to getting feedback, to when you go to launch... make your followers part of the journey. Getting their buy-in will build support moving forward and make them more likely to buy.

Plus, it is quick and free, so worth the test.

How to Use Stories (courtesy of Instagram)

Sharing to Your Story

How do I share a photo or video to my Instagram story?

To share a photo or video to your Story using the Instagram app:

1. Tap  in the top left of your screen or swipe right from anywhere in Feed.
2. Tap  at the bottom of the screen to take a photo, or tap and hold to record a video. To choose a photo or video from your phone's library or gallery, swipe up anywhere on the screen.
3. Tap ,  or  to draw, add text or a sticker to your photo or video. To remove text or a sticker, drag and drop it on  at the bottom of the screen.
4. When you're ready to share, tap **Your Story** in the bottom left.

5 HACKS TO GETTING IT DONE... WHILE MAKING MORE TIME FOR WHAT MATTERS MOST



By Pastor Jason Tucker, North Star Coach

Ah, yes — the *holidays*.

Finally, you can take a breath, put your slippers on, and sip artisan hot cocoa while listening to Nat King Cole. All your cares, all your stress, all your worries dissolve as you're blanketed in the warm embrace of the chestnut-roasting fire...

Yeah, *right* — you're more stressed than ever. Instead of sugarplums, it's lead magnets, click funnels, big juicy carrots, and sales dancing in your head. Or maybe, more like *pounding* your head.

You run a business. And there's stress involved because there's a lot on the line. But I think we've become so accustomed to stress, we forget that our bodies, minds, and souls are not wired to live in *perpetual* stress.

After all, stress has a physiological impact on us. Our bodies are preparing for flight or fight. Hormones shut down non-essential functions to prepare. Our hearts beat faster. This is perfect if ever running from a grizzly bear, but not so much if it's just our normal state. It's not sustainable... but you already know that.

What's worse, is that because you're so stressed and constantly busy, it not only affects your health, but your relationships. The people who matter most are getting a shell of you. You've been running so fast, so hard, that you have nothing left for your spouse, kids, or significant others... but you already know that too.

The question is *what to do about it*.

Here's the good news: it's fixable. In fact, I believe you can reduce your stress, make time for what matters most, *and* be more productive and successful than ever. Here are 5 hacks that have helped me to do just that.

Hack #1: Ruthlessly focus on your why

You've read the books and heard the conference speakers talk about this. It's not a new idea. But there's a big difference between knowing what to do and actually doing it. Kevin Hart (the comedian, actor, and entrepreneur) made \$57 million in 2018. In a recent LinkedIn interview, he gave his

advice on how to achieve your dreams: "So my advice is to not be a talker. Be a doer."

It's kind of like eating healthy. Honestly, we are all nutrition experts by now. We know what we're supposed to eat (and not eat). We know kale is good for us. But, sometimes, we order a stack of pancakes at the diner. Why? Well, just because we know what to do, doesn't mean we always do it.

This is true with your *why*.

You have to ruthlessly run *everything* in your business through your *why* (mission/vision). Everything you do has to move the *why* forward. If it doesn't, you shouldn't be doing it — it will distract you and add unnecessary stress. Yes, it might be a good thing to do, but if it's not serving your mission/vision, it will become an obstacle.

Hack #2: Don't manage your time, manage your energy

Michael Hyatt talks about this a lot, and for good reason. As he puts it, "Time is not a renewable resource, but energy is." You see, we all have the same number of hours in the day to get things done. So, why do some people seem to have the time to do everything they want to do and others don't?

Often, the difference is in how they manage their *energy*.

For example, my best energy for thinking, writing, and strategizing is between 6:00 - 11:30 am. It's my prime time. Those activities are my primary gifts. It's what I've been put on this earth to do... but administration and spreadsheets? Not so much.

And yet, I would often try to knock out administrative work during my prime time in order to get it over with. The unintended consequence was that I was cheating my gifts. But, if I could match my biggest gifts with my best energy, that's when my work can become truly great.

Here's something else — if you don't manage your energy, the people who matter most to you will always get the leftovers. What do your kids really care about? Do they want you to make more money or spend more time with them and be broke? Yep.

**IN FACT, I BELIEVE YOU CAN
REDUCE YOUR STRESS, MAKE
TIME FOR WHAT MATTERS
MOST, AND BE MORE
PRODUCTIVE AND
SUCCESSFUL THAN EVER.**

Hack #3: You have to delegate the right things

At the Power Summit, Kim had all the participants write down what they: love, hate, and can delegate. This is the key to managing your energy. You can't waste your energy on what drains it. You can't do everything and still be effective (and sane) over the long haul. Yes, you can do it for a season — but you can't sprint a marathon. You'll keel over.

What did I do? I delegated or eliminated the things that kept me from working on what matters most. I started using a virtual assistant to take some of these tasks. And, since the assistant is gifted in administrative tasks, they can do it in less time.

I recommend www.belaysolutions.com (who I currently use), but have heard that a less expensive option, www.virtualstafffinder.com (promoted by Pat Flynn), is very good. You can certainly use www.fiverr.com and www.upwork.com as well.

Or, you can even go with the least expensive option: find a college kid who can work remotely. This is how I started out — a student from Indiana University took over my scheduling, emails, and other work in her spare time. It worked great, and I'd do it again.

Hack #4: Put everything on the calendar

What I don't mean is cramming everything into your calendar so there's no more white space. What I do mean is you have to find a way to schedule the activities and opportunities that matter most.

Are you trying to grow closer to God through a devotional time? Put it on the calendar. Are you trying to go on more date nights? Put them on the calendar. Do you need to make time to connect with friends once a week? Yes, you guessed it — put it on the calendar.

Schedule your most important business activities into your best energy time. If you need more energy at the end of the day for people who matter most, then switch some things around. The reality is, if you don't schedule it, it usually doesn't get done.

Hack #5: Make margin to work on it, not in it

You know what margin is — it's the space *left over* on the page. It makes the content easier to manage. If you can build margin into your life (unscheduled time and space), you will leave room for some of your biggest breakthroughs.

Why do your best thoughts come in the shower? Or in the car? Or in a dream? Because your brain has margin to make connections. Sometimes, the most productive thing you can do is to sit in a coffee shop for an hour with a yellow pad of paper and a pen.

Margin creates bandwidth for innovation... and it's fun. It gives you room to work on it, not just in it. It gets you out of constant *reactive* mode and puts you in *proactive* mode.

And in the end, I hope you do have time to kick back with some Nat King Cole, experience the warmth of the season, and reach those goals without sacrificing what matters most.

Happy New Year,
Jason

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

WE LOVE HEARING FROM YOU!



BEST MONEY-SAVING APPS



By Caryn Streen, Powerful Professionals

After Black Friday, Cyber Monday, Secret Santas, my children's teachers, bus driver, and family gifts, I think I depleted my entire savings account. I'm sure I'm not alone in saying that December is one of my most expensive months. I'm also guessing that you still need to buy groceries moving forward, right?

Let me share some of the best apps out there to get money back for items you're going to buy anyway. Make sure to download them to your smartphone so they'll be with you constantly as you're out and about.



Shopkick: One of the main reasons this app is a favorite is because you can quickly build up "kicks" by walking outside of the entrance to a store, even without going in. Walking into Target but Best Buy and TJ Maxx are next door? Passing by H&M on your way into

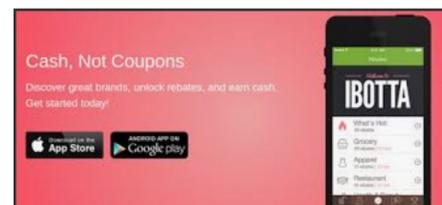
Macys? You'll quickly accumulate kicks which can be redeemed for gift cards to Target, Starbucks, Walmart, or plenty of restaurants. You can cash out with some stores as soon as you have enough to hit \$2 or wait until you've pulled in \$100.

Do your online shopping direct through the app for more kicks or watch some of their quick videos in the "Discover" section. I love putting my kids to work in the store by having them scan barcodes of items. You can link a credit card for automatic kicks upon purchase for some locations, or upload a receipt if a featured item is on it!

I also love that it populates walk-in kicks for nearby locations so even when I'm traveling and out and about, I can open the app for extra kicks. You can download this app at www.powerfulprofessionals.com/shopkick.

VOILA! MONEY BACK IN YOUR ACCOUNT.

Ibotta: This one works a tad differently, as you'll get cash back (you can redeem at a minimum of \$20) on purchases



at a store. Most have "any item" offers where even for submitting a receipt with a pack of gum earns you \$.10 back. Some items can get you \$5 in one trip!

You'll want to scan through the categories available for cash back, which vary by store, that you can save to that one trip. The app will let you scan a barcode to make sure it qualifies. Then you'll either snap a photo of your receipt right into the app or already have your store loyalty card connected. Voila! Money back in your account.

Earn bonuses for redeeming a certain amount of offers by a deadline or earn a percentage back on a purchase for shopping online.

You can download this app at www.powerfulprofessionals.com/ibotta.

Plus, don't forget your store loyalty apps, like Target Circle, Kohl's, and Walgreens to build up your savings for future purchases.

Please share in the group at www.facebook.com/groups/powertribers what your favorite apps are to save money.

SAVE THE DATE:



#POWERTRIBE CLIENT GENERATION MASTERCLASS (ALL AT NOON EST)

January 13: The Lead Flood:

How to generate massive leads of your perfect prospects in less than ten minutes a day

January 20: The Trust Machine:

Easily engage your list to go from not knowing you, to liking and trusting, to sale and super fan.

January 27: Sales Avalanche:

Plug-and-play emails and ads to generate sales on demand over and over again.

February 4: The 10x Multiplier:

How to increase your sales over and over again on auto-pilot to guarantee 2020 is your best year yet.

INNER CIRCLE MASTERMIND MEETING SCHEDULE

January 8: Facebook Office Hours, 12:30 pm EST

January 10: Masterclass, 1:00 pm EST

January 17: Tech Office Hours, 12:00 pm EST

January 22: Facebook Office Hours, 12:30 pm EST

January 28: Tech Office Hours, 2:00 pm EST

February 5: Facebook Office Hours, 12:30 pm EST

February 14: Masterclass, 1:00 pm EST

UPCOMING LIVE EVENTS

ATLANTA

ROCKET LAUNCH INCUBATOR **January 15-17**

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

BRANDING PROFITS VIP RETREAT **April 23-24**

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

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

THE #1 SECRET THAT CAN GET YOU *INSTANT PUBLICITY!*



By TeeJ Mercer



Happy 2020! It is the beginning of a new decade and if you are an author, expert, coach, or entrepreneur who wants to make an impression this year, then you need to devour this powerful nugget I want to drop on you.

- What if I told you I'm going to teach you the ONE secret that earned one of my Media Mavericks Masters that coveted phrase, "As seen on ABC, CBS, NBC, and FOX," and she did it all by herself using the formulas I taught her?
- What if I told you one vlog could get you offers to have a weekly segment on a nationally syndicated radio show? Yup, that happened!
- What if I told you you're about to learn the secret I used to book a client on ABC, CBS, NBC, and FOX off of one pitch? Right again... it happened too.

Well, here is the 11-letter word that can change the game and possibly land you INSTANT publicity.

NEWSJACKING!

Newsjacking is a term pioneered by PR genius David Meerman Scott. He defines it as "the process by which you inject your ideas or angles into breaking news in real-time in order to generate media coverage for yourself or your business."

My spin on that definition is: "Newsjacking is the art of butting into a dang conversation to let folks know just how beast you are!"

A newsjack can be based on a current event, social media trend, movie, or TV show. Basically, anything can be newsjackable (yeah, I made up a word).

BREAK IT DOWN FOR ME, TEEJ

Take Dr. Angela Spranger, a college professor whose lane of genius is human resources. When the #MeToo movement blew up last year and several scandals came to light about

sexual harassment in the workplace, she newsjacked and landed two TV appearances to showcase her genius.

Then, there's the Social Media Guru known as Natalie Gouche. Natalie isn't one of my clients, but to show you the power of newsjacking...

Remember a few months back when it was discovered that the viral #AgeChallenge was driven by an app developed by the Russians? Well, I put out one of my "#NewsjackAlerts" for social media experts to pitch the media a segment about social media safety and privacy settings. Natalie saw it and didn't waste any time. She pitched and found herself on TV 24 hours later!

Now, one of the most bomb.com newsjacks that I did (and yes I'm popping my collar as I write) was for one of my VIP clients, DeShawn Bullard, who is a hair loss expert.

When *Black Panther* swept the world by storm and purposely put beautiful bald headed black women on the map in a scene where a warrior ripped off her European-inspired wig, I sent out a pitch that started with the line, "Wakanda Warriors are ripping their wigs off by CHOICE, but 46 million women have to wear wigs by FORCE." That one newsjacked pitch landed DeShawn an invitation to ABC, CBS, FOX, and NBC!

"NEWSJACKING IS THE ART OF BUTTING INTO A DANG CONVERSATION TO LET FOLKS KNOW JUST HOW BEAST YOU ARE!"

See?! Newsjacking works! But I gotta be honest with you. I cannot guarantee you that newsjacking will blow you up every single time. But what I can guarantee is this: You will never know if you don't take action and put yourself out there. Don't be soft about how you show up. What matters is you newsjack responsibly. It can be a blog post, a Facebook post, maybe a Facebook Live. But because I'm a Media Maverick, I want you to actually pitch the media. PUT YOURSELF OUT THERE!

If you're reading this and you're ready to get some publicity into your life, then this is your chance to move outside your corner of the world and serve the masses. Go grab my FREE quick-read guide on **Newsjacking 101** for a more thorough explanation at PimpYourPRNow.com/PowerTribeNewsjacking because now is the time to unleash your inner beast and make some noise!

*Known as the **Beast in the Media Streets**, TeeJ Mercer is the Chief Noisemaker of Media Mavericks Academy. She uses her 25 years of Hollywood expertise to show authors, experts, coaches, and entrepreneurs how to book themselves on media outlets like ABC, CBS, FOX, and NBC without a publicist and without being a celebrity. She's also the World's Greatest Hugger.*

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Michael Smith is a licensed architect and for over 30 years he has been helping homeowners avoid home remodeling hell. He currently works in San Luis Obispo, but he soon will be helping homeowners nationwide. He is a published author and husband and father of four.



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