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 How to Slay the Marketing Giants that Keep  
 You from Reaching Your Promised Land  
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# Welcome Reader:



Sans hand sanitizer or not, these times of uncertainty can be unsettling... to say the least.  
Events were called off left and right.  
Travel plans cancelled.  
Restaurants, retailers, and tourist destinations have become ghost towns with curbside-only offerings.  
So how do you protect yourself from what's happening around us? And thrive now and well into the future.  
Everyone is afraid of big gatherings at the moment and that isn't going to change quickly even when things return back to the "new normal."  
Now couldn't be a better time to share AND SELL your knowledge virtually.  
While it used to be the exception, e-learning is now the norm, and the industry continues to grow year over year, last year bringing in more than \$600B.  
Your knowledge is just the thing that is needed right now.

But how quickly can you start sharing this?

Begin with a series of Facebook Lives, Instagram Stories and videos on LinkedIn.

Start recording YouTube videos and sharing with the world.

Launch your course, do a webinar, have a livecast...

If this time has shown us anything, there is no more putting things off. The time is now.

And the market is hungry, y'all. Feed them.

I can't wait to cheer you on.

Cheers,

*Kim Walsh Phillips*

Kim "Your Biggest Fan" Walsh Phillips

On the cover is a photo I took on New Year's Day with this year's theme of joy. Guess what...the theme remains the same. **Let's band together for joy every single day.**

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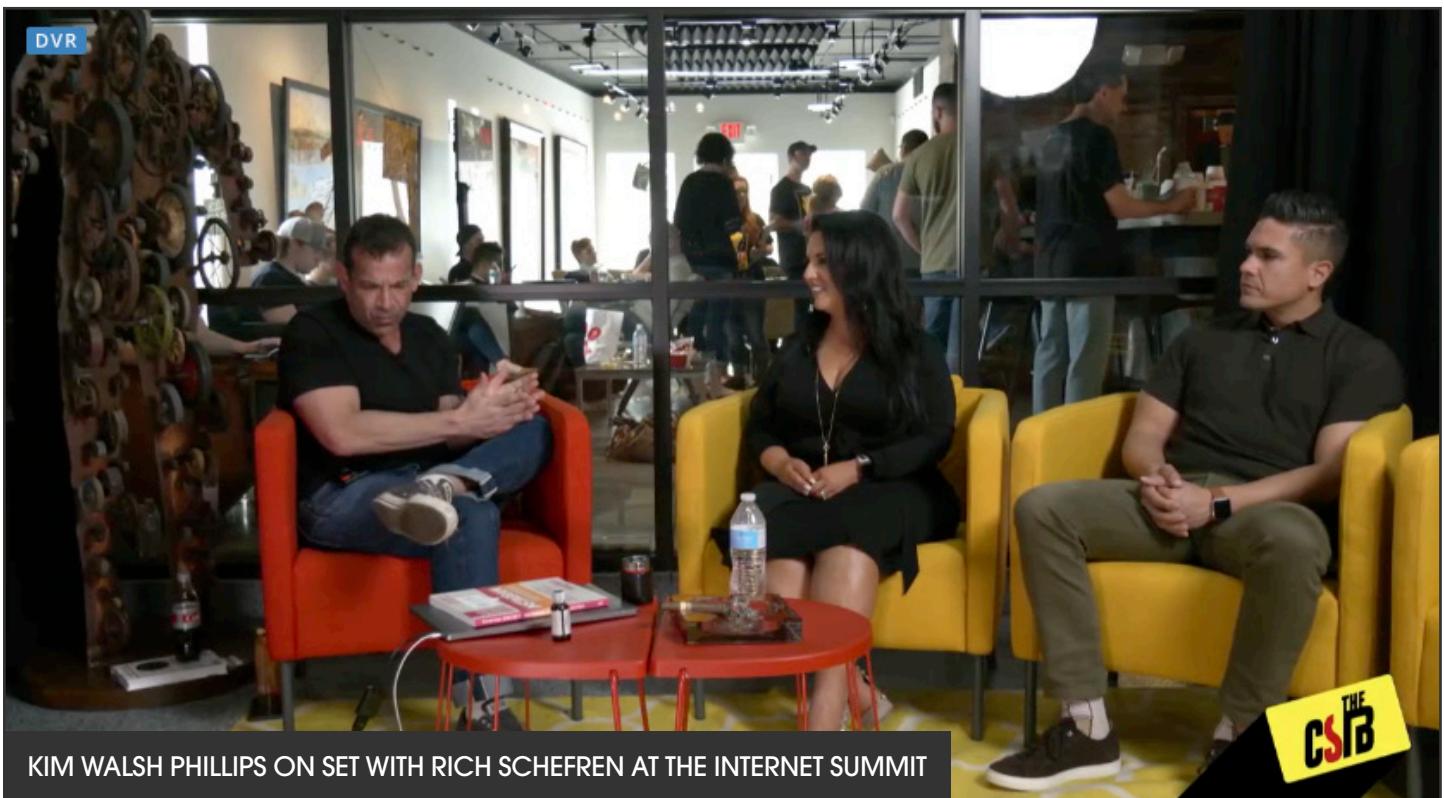
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# WHAT WE'VE BEEN UP TO ☺

## INTERNET SUMMIT



INTERNET MARKETING CREW



KIM WALSH PHILLIPS ON SET WITH RICH SCHEFREN AT THE INTERNET SUMMIT

## WHAT WE'VE BEEN UP TO



**“When you hit a detour, it doesn’t mean stop. It means **you find another path** to where you are going.”**

— KIM WALSH PHILLIPS

# 4 PANDEMIC-FREE BUSINESS STRATEGIES



By Kim Walsh Phillips, Founder, Powerful Professionals



Yup, things have changed.

You don't have the same resources you had a few weeks ago. And the kids are now your most unproductive co-workers ever with no HR department to complain to.

So, what can you do when you don't have the resources you're used to? You get resourceful.

The "stuck at home" status is not a roadblock telling you to retreat from your goals and dreams. This is simply a detour and reason to find another path to success. One that you can do without getting out of your pajamas.

Seize the opportunity.

And there are many amidst the change, giving you the chance to change with these moments.

If you've been waiting for the "perfect time," now is it, so start something new for your business, like...

## 1. Email more often, or begin emailing in the first place.

If you haven't been regularly communicating with your list, there is no better time to start than right now.

In the first email share that you know it is important to stay connected in this time of change, and tell them how you will serve them in your emails moving forward.

Do not, I repeat do not, for all things holy, send another message telling your list how you are dealing with the virus through a bunch of internal processes they don't care about. I mean, all of the companies where I am not a customer—whom I've never heard from before—are now telling me how they are cleaning their breakroom more often...

No, thank you.

Instead use your email to give tips, strategies, and things they can use right now.

For example, I email my list daily and have been sharing strategies to generate sales on-demand from home. I write these before the kids wake up and start asking me for snacks.

Snarky Tea sent out a funny quiz to help you select the perfect tea based on how you are dealing with the crisis at hand.

The Kennedy Center is sending out daily art tutorials for kids to do at home. Hello, opportunity to use the bathroom without the kiddos asking where I am.

Give value in the emails you send while people are hungry for knowledge, entertainment, and inspiration. Then keep emailing them when things clear as leverage moving forward.

(#PowerTribe, use your "Money Making Emails" in our membership site)

## 2. Start a Video Series

Now is a great time to start offering content via Facebook Live, YouTube, or LinkedIn videos for your audience. Answer frequently asked questions via step-by-step videos, no fancy equipment or editing software required.

Use a window for light and put your computer slightly above your head, angling down for a flattering angle. (Ask me how I know.)

For content ideas you can...

- a) Make a list of the questions you get asked most often.
- b) Ask your personal and/or business contacts via social media: "If you and I went out for coffee, what's one question you'd like me to answer about \_\_\_\_\_ (your thing)?"
- c) Look up the most frequently asked questions on [answerthepublic.com](http://answerthepublic.com) and answer those.

(#PowerTribe, use the Facebook Live Script in our membership site now.)

### 3) Advertise

Spend money in times of uncertainty?

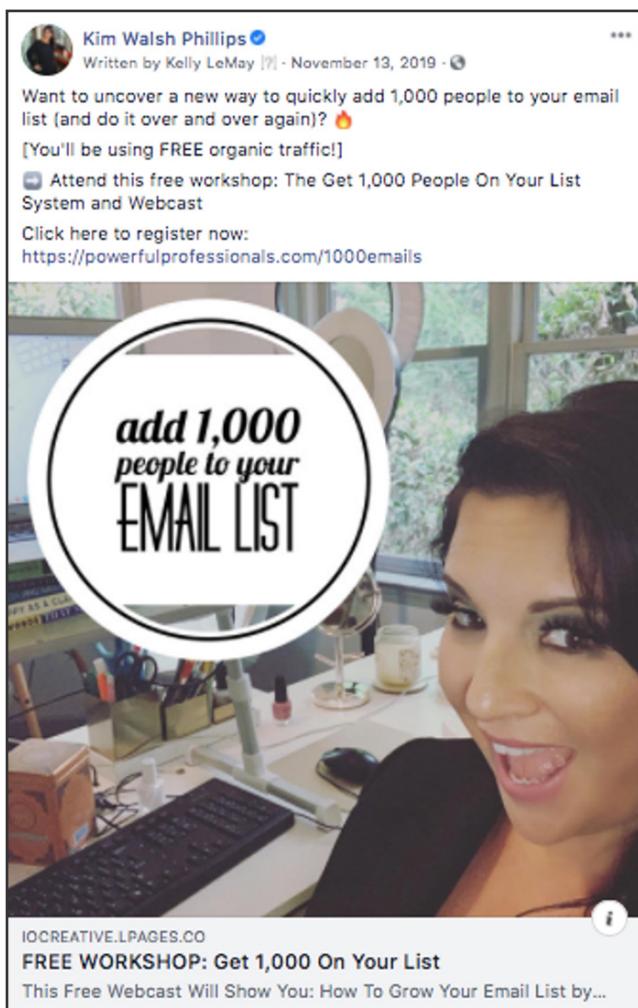
Oh, heck yes.

People are online right now and competition is down, so there is more inventory with fewer people bidding on it. We are seeing the lowest cost-per-lead than ever before with our marketing.

In my call to my Facebook Partner Rep this week, he confirmed that ad costs are currently down and encouraged advertising, even if it was just a branding awareness campaign to keep an audience engaged and ready for buying when things clear up.

We are running straight lead generation ads into an evergreen funnel that is paying for itself daily.

Either way, now is not the time to stop spending money on marketing.



Kim Walsh Phillips  Written by Kelly LeMay  - November 13, 2019 

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**add 1,000 people to your EMAIL LIST**

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This Free Webcast Will Show You: How To Grow Your Email List by...

### 4) Launch a Digital Course and/or Coaching Program

With everyone afraid of big gatherings and leaving their house (rightfully so), now couldn't be a better time to share AND SELL your knowledge virtually.

While it used to be the exception, e-learning is now the norm, and the industry continues to grow year over year, last year bringing in more than 600 Billion Dollars.

I know you might be thinking, "This sounds good, but what the heck am I going to teach?"

Here's a few ideas to get you started brainstorming:

**1. Is there a tool or technique you use in your business?**

Like, I recently held a virtual workshop on copy-writing and taught our daily email system. I've also sold a mini-course on how to do a Facebook Live and another on a daily productivity routine. What's one tool or technique you could teach?

**2. Is there a parenting technique that works for you?** Being

a working mom who travels occasionally to speak, I've developed techniques to make my trips less disruptive for my kids with games and surprise hacks while I am gone. I could teach a mini-course on Travel Hacks for Road Warrior Parents.

**3. Hobby you love?** Doing Spartan Races bring you joy?

Collecting model race cars your thing? Knitting makes your heart sing? There's an online course idea there. There is someone who hasn't started yet but who wants to know how... and you are the perfect one to tell them.

**4. Have you grown your business and others are asking how?**

Did you take a non-conventional route to drive in sales that others could benefit from? There's an online course there.

And if you are worried that it's all "been done before," don't. If you haven't done it before, it hasn't been done. Because there are people who will resonate with you who won't resonate with anyone else.

Your knowledge is just the thing that is needed right now.

Spend a minute brainstorming and let me know... what's one idea you have for a course right now?

The most successful companies in our nation's history have come out of times of change. Adapt and prosper using this period as a chance to start something new for your business. All without putting on your pants

# TOP PERFORMING ADS OF ALL TIME TO USE EVEN NOW



By Kelly LeMay, Powerful Professionals



As I write this article things are changing by the moment.

Not figuratively, but literally.

California and New York have just shut down completely because of COVID-19, and more are on the horizon.

It's a time of uncertainty that the world hasn't seen for a very long time. And if you are a business owner who has relied on face-to-face communication and selling, you are being thrust into the world of online advertising, maybe for the first time.

Of course the health of your family and friends is most important, but once you are hunkered down safely in your home, you may be finding yourself with a lot of time on your hands. Time to learn a new skill. Time to try your first Facebook ad. Time to share your gift and help MORE people than you ever have before... online.

**ONCE YOU ARE HUNKERED DOWN SAFELY IN YOUR HOME, YOU MAY BE FINDING YOURSELF WITH A LOT OF TIME ON YOUR HANDS.**

At the brink of the outbreak when all of the schools shut down, we saw a huge drop in our cost per lead for our evergreen List Build Blueprint Facebook campaign. We also saw a 2% drop in buyers, but the campaign was still more profitable than it had ever been.

To help get you started, I'm opening the vault on our top performing Facebook ads of the past year. I'd love to connect with you in the Facebook group to hear how you are using these in your business. Tag me in <https://www.facebook.com/groups/powertribers>.

1.

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## TOP PERFORMING ADS OF ALL TIME

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 Doug van Hunnick, Samuel May and 6 others  
1 Comment

4.

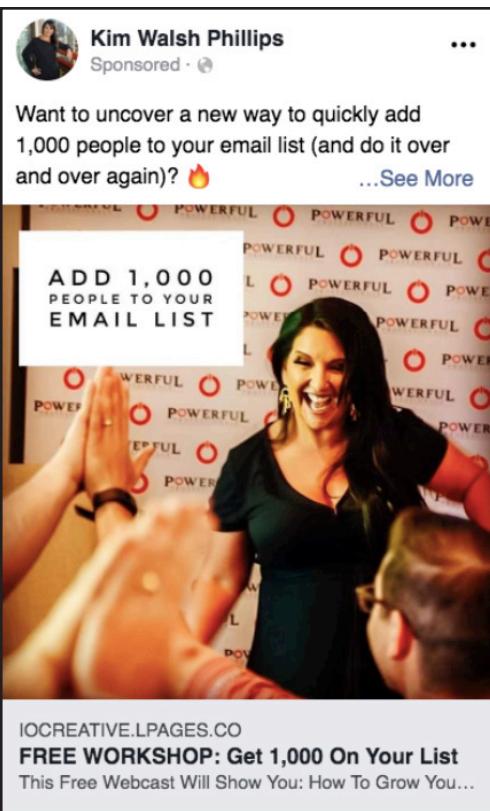
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This Free Webcast Will Show You: How To Grow You...

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This Free Webcast Will Show You: How To Grow You...

## TOP PERFORMING ADS OF ALL TIME

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 **Kim Walsh Phillips** Sponsored · 

Why joining Powerful Professionals Business Coaching is one of the smartest decisions they made...



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**Powerful Professionals Business Coaching** [LEARN MORE](#)

9.

 **Kim Walsh Phillips** was live. Sponsored · 

🎉 Woo woo...did you hear the news! I just launched a new podcast today, Made to Thrive Podcast and I am giving away [...See More](#)



   Ian Phillips and 134 others  
286 Comments 5 Shares

10.

 **Kim Walsh Phillips** was live. Sponsored · 

🔥 Hey there, I just presented at T&C and I'm going to share that same campaign with you.. Want to sell out your next event. [...See More](#)



   Mary Silver and 89 others  
24 Comments 4 Shares

# “BABY STEPS... BABY STEPS...”



By Pastor Jason Tucker, North Star Coach



Remember that iconic phrase, “Baby steps,” from the 1991 film, *What About Bob?*

Bill Murray at his finest.

Bob (Bill Murray) was struggling to live with anxiety. His therapist, Marvin (Richard Dreyfuss), told him not to think of the big picture, but to take “baby steps... it means setting small, reasonable goals for yourself. One day at a time, one tiny step at a time—do-able, accomplishable goals.”

And, for the rest of the movie, the audience doubles-over in laughter listening to Bob repeat over and over again: “Baby steps... baby steps... baby steps...” with every single movement.

But what if I told you that in the middle of this comedy, there is a profound truth — maybe even the key to growing in your faith and your business? It’s the power of marginal improvement or, yes, *baby steps*.

The truth is, most of the ambitious goals we make (often taking the form of New Year’s resolutions) can quickly overwhelm us. My goal is to: *run a marathon... read the Bible... write a book... lose 50 pounds... gross \$1 million in sales*. The reason why most of us don’t reach these goals is that they feel too big, too hard to reach, and just too far away to imagine achieving.

Recently, I watched a TEDx talk by Stephen Duneier. It’s called, **“How to Achieve Your Most Ambitious Goals.”** In it, Duneier asserts that the secret to success is the power of marginal improvement. He uses the career of tennis star Novak Djokovic as an example.

In ‘04-‘05, Djokovic was ranked over 100, winning 49% of his matches and earning prize money of \$0.3 million per year. From ‘11-‘16, he was number 1 in the world, winning 90% and earning \$14 million in prize money each year. The fascinating part of this tremendous increase is that the difference between ‘04 and ‘11 was that instead of winning 49% of his points in each game, he was winning 55%. By improving 6%, he became, arguably, the greatest male tennis player in history.

Baby steps.

**BUT WHAT IF I TOLD YOU THAT IN THE MIDDLE OF THIS COMEDY, THERE IS A PROFOUND TRUTH — MAYBE EVEN THE KEY TO GROWING IN YOUR FAITH AND YOUR BUSINESS? IT’S THE POWER OF MARGINAL IMPROVEMENT OR, YES, *BABY STEPS*.**

---

So, how do we break down our spiritual or business goals into small, actionable steps? What does it look like to apply the marginal improvement principle to everyday life?

## **1. Decide to be an active participant.**

Yes, at some point you have to exert your will. And that point is at the beginning. Do you really want to grow in your faith? Your ability to hear God’s voice in your life? Your yearly sales? Your level of fitness? Then you have to decide to take baby steps.

Remember that famous quote: “Those who think they can and those who think they can’t are both right” (attributed to Confucius). You have to make up your mind that you aren’t a victim to the *coulda-shoulda-woulda’s* — you resolve to do something about it.

## **2. Break it down into bite-sized pieces.**

While the first step is primarily mental, the next is both mental and physical. It’s about execution. When you’re losing weight, for example, the ultimate goal is a string

of individual decisions beginning with this bite... of this meal... of this day... of this week... of this month.

Don't be overwhelmed that you don't have the faith you feel you should have. Just start by reading a devotional, or spending one minute in prayer. Then, do it for a second day... then a third... before you know it, you've baby-stepped your way into a transformed life.

### **3. Let God worry about your ranking.**

What do I mean? Well, like Djokovic's dramatic success, it came because of his focus on marginal improvement. When it comes to stepping into God's plan and purpose for your life, just focus on what's in front of you. God will level-up your prize money (so to speak) in a way that blesses you. But if you focus on all that, it will be easy to get distracted or discouraged when things don't happen in our time-frame.

Baby steps... baby steps... baby steps...

May God bless your steps,  
Jason.

---

*Dr. Jason Tucker is our Spiritual North Star Coach. He's the Lead Pastor at Tower Hill Church in Red Bank, NJ, a church consultant, and the host of the Reclaimed Leader Podcast.*

# **WELCOME**

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## **NEW #POWERTRIBE MEMBERS!**

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Susan Aimable

Zainul Arifin

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Sarita Buer

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April Denton

Priscilla Derr

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Stacy Hipp

Martin Howey

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Kyia Mobley

Jessica Myers

A. Norris

Claudia Ojeda

Crystal Lynn Perez

Nancy Philpott

Whitney Price

Carolina Senic

Patricia Serpa

Elizabeth Thompson

Citia Vlijt

Tanzila Watts

## HAVE YOU HEARD THE LATEST EPISODES OF: MADE TO THRIVE PODCAST + FACEBOOK LIVE PODCAST



WE  
**LOVE**  
HEARING  
FROM  
YOU!

A screenshot of a Facebook post from Kim Walsh Phillips. The post includes a photo of a book titled "ARE YOUR KIDS NAKED ONLINE?" by Chris Good &amp; Lisa Good. Below the photo is a poll asking, "What was your number one #takeaway from today's masterclass? Let me know yours for a chance to win!" There are two comments visible under the post.

# **DO NOT PRACTICE SOCIAL DISTANCING... VIRTUALLY, THAT IS**



By Caryn Streat, Powerful Professionals



Now is the time more than ever to put yourself out there. By being homebound, everyone is yearning for more information, more entertainment, more strategies to profit during the pandemic.

The good news is you don't have to do it alone. Our best launches came from working with affiliates to get our message to more people who wouldn't have found us otherwise. When I sold real estate, my buyers were delighted when I was able to refer them to a preferred attorney, home inspector, or lender. And in return, these other professionals promoted me to their clients.

Infusionsoft has built-in capabilities to work with affiliates in the Referral Partner portal and to track all the leads and sales so you don't have to! It's not necessary to purchase any additional software to get this up and running.

## **Step 1: Create a commission program**

You can set up as many as you like and determine what products/courses you are going to pay a commission on. Then you'll decide how you want to pay out and if it will be a percentage or flat rate per product.

## **Step 2: Set up referral links**

These are the sites you'll share with your partners where it will capture lead information to track back to the appropriate affiliate. You have the option to make it partner-specific if you plan to co-brand with someone or leave it generic so you can share with multiple partners.

**OUR BEST LAUNCHES CAME  
FROM WORKING WITH  
AFFILIATES TO GET OUR  
MESSAGE TO MORE PEOPLE  
WHO WOULDN'T HAVE  
FOUND US OTHERWISE.**

## **Step 3: Create promotional resources**

If you want the ability to write the emails or images specific to your product, you can do so in this step. Then your partner(s) can pull from preapproved content when they share with their list.

## **Step 4: Invite your partners**

Have them sign up themselves with an automatic welcome email or add them into your program manually. Infusionsoft's campaign builder can have a custom thank you page set up for when they register with follow-up emails.

Think of all the people you can partner with today to earn income while working from home. Post in the Facebook group at [www.facebook.com/groups/powertribers](https://www.facebook.com/groups/powertribers) to let me know how you have this set up for your business.

To see the most active promo and get started with Infusionsoft, visit <https://powerfulprofessionals.com/automation>

## SAVE THE DATE:



### POWER TRIBE BUSINESS COACHING MASTERCLASSES

**April 20:** The Buzz Builder, 1:00 pm EST

### INNER CIRCLE MASTERMIND MEETING SCHEDULE

**April 1:** Facebook Office Hours, 3:00 pm EST

**April 10:** Tech Office Hours, 12:00 pm EST

**April 15:** Facebook Office Hours, 3:00 pm EST

**April 16:** Monthly Masterclass: The Affiliate Bounty, 2:00 pm EST

**April 24:** Tech Office Hours, 12:00 pm EST

**April 29:** Facebook Office Hours, 3:00 pm EST

**May 8:** Tech Office Hours, 12:00 pm EST

### UPCOMING BOUTIQUE EVENTS

#### VIRTUAL BESTSELLING BOOK INTENSIVE

May 7-8

Registration information coming soon!

#### VIRTUAL ROCKET LAUNCH INCUBATOR

June 10-12

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

#### FT. LAUDERDALE

#### 2020 Power Summit: Find Your Buried Treasures

November 5-7

[www.powersummit2020.com](http://www.powersummit2020.com)

# GROWING YOUR BUSINESS 10X



By Shaun Buck, The Newsletter Pro



I want you to take a second and visualize what your life would look like if your company grew by 10x. Could you spend more time with your family? Accomplish things that you never thought possible? Can you picture it? I laughed at the idea of expanding my business by that amount in a short period of time too. Despite our crazy growth, it didn't seem possible to sustainably expand any more than that. That is until I sat down on a whim one day and decided to figure out what it would look like if we did indeed grow by 10x.

I was shocked to find out that there were only three things preventing me from experiencing this dramatic growth. Before I tell you what these three tactics are, I want to fill you in on a few questions that I had to ask myself about the future of my business if we did try for explosive growth.

## Asking the Right Questions

The first questions were focused on logistics. What would my company look like if it grew by 10x? How much revenue would we be bringing in each month? Each year? What is the current average value of a Newsletter Pro customer? With these questions in mind, I had to figure out what it would take to move our current client list to our 10x list. If our current average customer value didn't change and I never lost another customer, how many new customers would I need?

**WHAT I FOUND WAS THAT I NEEDED TO FOCUS ON THREE TACTICS, AND WITH A FEW TWEAKS TO MY MARKETING STRATEGY, I COULD REALLY START TO GROW MY BUSINESS BY 10X IN JUST THREE YEARS.**

From there, I could figure out how many years I wanted the process of growing 10x to take; for the sake of the exercise, I decided on three years. I then had to estimate how many customers we would lose during each of those three years.

Once I had all the data, I was actually surprised by the numbers. My first reaction when considering 10x growth was to laugh, but after reviewing the projections, the reality wasn't unachievable. What I found was that I needed to focus on three tactics, and with a few tweaks to my marketing strategy, I could really start to grow my business by 10x in just three years. As you can imagine, I was pretty excited by these findings. So, I did a little more digging and found that these three areas are actually the same three areas all businesses can focus on to experience 10x growth.

## Attract New Customers — The Right Way

It's a basic rule of business that you need to add more new customers in order to grow. We all know it, yet most business owners make two huge mistakes in accomplishing this. The first mistake is only focusing on attracting new customers without implementing a retention strategy. The second mistake is focusing on only a few sources of new customers. Unfortunately, both of these tactics will leave your business vulnerable to change and loss.

My preference today is to have as many sources of new customers as possible, with the goal of having no single source account for greater than 15% of my inbound customers. This strategy allows me to never live in fear of media or a partnership going bad; it also allows me to grow faster toward that 10x goal than I would just by relying on any single media source.

## Gain and Retain

My next tactic focuses on customer retention. I hate losing customers. I put so much into gaining new customers that I want to do everything possible to keep them. But many businesses neglect this simple strategy and continually struggle to hit their growth potential. The way I see it, by

focusing on retention, I need fewer new customers in order to hit my goals of growing 10x because I am not having to replace lost customers every month.

On a side note, one area of improvement that is often overlooked when considering customer retention is the overall customer experience. Making sure the customer has a great experience before, during, and after the sale will not only keep that person as a customer but will also contribute to business growth in the form of referrals. If you are struggling to gain new customers and retain your current clients, you may need to take a closer look at the customer experience you provide.

#### **Added Value**

The third tactic is to invest time and money into the increased lifetime value (LTV) of each customer. What else can you sell your customers after their initial purchase that adds value to their experience? The math on this one is easy: A 10% across-the-board increase in LTV will decrease the number of new customers you need each month and may very well improve overall customer experience and the likelihood of referrals.

If you feel like you're in a one-and-done business, like personal injury law, think again. Your clients may have additional needs in the future, and you could easily connect them to reliable sources for a referral fee.

#### **Envisioning Growth**

The final exercise I did during this journey was to simply spend some time thinking about what life would look like while leading a company 10x our current size. How would it affect my family? How would it affect my finances? What would a company 10x our current size mean for my team members? What kind of additional benefits, perks, and opportunities could we offer them? What would my job even look like at that size? How could I affect the community around me?

Of course, it is natural to have fear and maybe even a little self-doubt about growing 10x. If you decide to start down this path, you won't have all the answers from day one, and there will be challenges along the way. But the same is true if you chose a more traditional, slow-growth path. You owe it to yourself to at least explore what your world would look like. In the end, you have nothing to lose and everything to gain by taking a peek, expanding your opportunities, and maybe even deciding to grow 10x and change your life.

*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.*



## **NEED TO SELL ONLINE QUICKLY? HERE ARE SOME OF OUR FAVORITE RESOURCES:**

**Leadpages Pro 14 Day Free Trial:** <https://powerfulprofessionals.com/getleadpages>

**ClickFunnels 14 Day Free Trial:** <https://powerfulprofessionals.com/clickfunnels>

**Zoom:** <https://powerfulprofessionals.com/zoom>

**PlusThis:** <https://powerfulprofessionals.com/plusthis>

**Emphatic:** <https://linkedselling.com/kwp>

**EasyWebinar:** <https://powerfulprofessionals.com/automate>

# HOW TO SLAY THE MARKETING GIANTS THAT KEEP YOU FROM REACHING YOUR PROMISED LAND



By Kia Arian, Founder of Zine, Marketing and Design, Inner Circle Mastermind Member



Unless you have a marketing team that helps pull things together, sending a newsletter every month can feel like a Herculean effort. It takes time to create content. And it takes money to get the newsletter produced and mailed.

Because of that, many otherwise good newsletters sadly never make it into existence—newsletters that keep you interesting and connected with your target market, position you, help you gain authority and status, and bring in new leads and sales.

But a lot of our problems in life aren't because of our circumstances. They are because we don't *think correctly* about the thing that is being a problem.

For example...

Say you feel discouraged because you've failed at some effort or didn't get the results you were expecting. The wrong way to think about the problem is believing you're just no good at it, it ain't your thing, so you should just give it up.

The right way to think is that your success may not look like someone else's success or move at the same pace. But you do what you can with what you have, and you will see success.

**Here are the two biggest giants that stand between attorneys and successful marketing:**

1. I don't have time to write content.
2. It costs too much money.

**Here's the right way to think about these problems:**

1. Writing content is an opportunity to tell my story, encourage, educate, and connect with my market to keep them loyal to me instead of my competition. A newsletter is a powerful medium to make a positive impact in the lives of others. It's a platform. A privilege. It makes the work I do more than just about making money and paying the bills.

2. Marketing must be treated as an investment, not an expense.

Knowledge and correct thinking will help you stick with your commitment to a newsletter program (or any marketing campaign). Keep reading for more knowledge and correct thinking to slay the giants and help you finally get, and keep, your newsletter off the ground.

- **Keep a content repository.** This is one big file where you put all of your article and topic ideas for content to write. Keep it in cloud storage so you can access it anytime you have time or are inspired to write.
- **Keep your eyes and ears open.** This is your "content radar." It's about always looking for things you can put in your newsletter. Material can come from everyday experiences at work or at home, books you've read, your travel, or feedback from your clients.
- **The more content ideas you have, the more likely you are to write.** You can comment on national news, share a funny story, a win, or a struggle, spotlight a business or an individual, share pictures, review a restaurant, run a contest, and so on.

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- Save time by repurposing a blog post or other published material.
- Get others to contribute to your newsletter. Family members count as guest writers.
- Do you have a foreign language market? Expand your reach for greater results. Translate newsletters to reach that market.
- Intersperse postcard mailings with the newsletter mailing, which can be less expensive to produce and mail. Or send your newsletters 6 times a year instead of 12.

If you're truly strapped for money (and not just using it as an excuse), then you can always do what many struggling entrepreneurs did in the beginning —print, lick, 'n' stick your own mailing. That's right. You can use Microsoft Word to put together a newsletter, print it off on your printer, address, stamp, and schlep it over to the post office. You can even enlist family to help you. Once you see the results, you'll understand that marketing is truly a worthy act of sowing and reaping, and not just another expense or to-do item on your list.

## Exhibits

These real newsletters that Zine creates for their clients are not only beautiful and interesting to look at, but the content is also personal and compelling.



**Chris Earley's front page articles are always personal and inspirational. His wife has her own section where she shares favorite family recipes.**



**Brian Beckcom and Vuk Vujasinovic use their newsletter to let people know about the serious, multi-million dollar cases they handle, and the life-changing consequences in their clients' lives.**



**Legal Nurse, Susan Haibeck, writes her newsletter specifically for lawyers. She not only demonstrates her expertise, but shows she is a likeable, successful, and interesting person to work with.**



**Francine Love loves talking about her family and her two adopted children. She's also given her dog his very own section, "Famous Seamus." Her newsletter is fun and family-oriented with a focus on serving the community through her law practice.**



Randy Sevenish's "The Warrior's Journal" radiates with personality and power. He is a personal injury attorney with a background in martial arts and law enforcement. We helped him create his title and law firm tagline "Fierce Protectors of the Injured."

KIA ARIAN is a designer, print marketing expert, and founder of Zine, a successful design, marketing, and printing company just outside Washington, D.C. She specializes in helping attorneys, professionals, and business owners create stunning marketing that gets results. Having a message that is compelling and connects with your market is a foundational part of effective marketing. Kia has an uncanny ability for seeing the uniqueness and the intrinsic value that exists in each person and helps her clients develop an authentic business message that connects with their target market. More than design and printing, she helps her clients craft more excellent marketing messages, create powerful assets, and implement results-driven campaigns seamlessly. Learn more about Kia at [zinegraphics.com](http://zinegraphics.com). Subscribe to her newsletter to stay in touch.

# SERVING AND SELLING IN THIS **NEW WORLD?**



By Kim Walsh Phillips, CEO Powerful Professionals



Is there a way you can provide a service to someone that meets their needs right now? Check out this promotion a car salesperson sent his list...

He saw a need and filled it.

## Other promotions I've seen...

- My hairdresser prepped color kits so you could do root touch-ups at home that can be picked up curbside.
- My makeup artist is offering virtual classes and one-on-one sessions via Zoom.
- One of my favorite bakeries is offering the ultimate cookie decorating kits to go.
- Even we recently changed our **Winning Webinar Boutique event into a two-day online workshop.**

What can you do now to serve your market?

# FIX THIS NEXT



By Mike Michalowicz, New York Times Best Selling Author



The biggest challenge facing business owners today is that they don't know what their biggest challenge is. If you find yourself trapped between stagnating sales, staff turnover, and unhappy customers, what do you fix first?

There are thousands of books to tell you how to start a business and how to run a business, but what do you do when you need to fix your business?



**Fix This Next** will teach you how to determine what to fix in your business first. While **Fix This Next** isn't one size fits all, it is an evaluation tool that will help any entrepreneur. You will assess your business to see what requires repair. You will use the evaluation tools I have created to help you navigate and understand exactly where you are in your business and what needs to be addressed in order to propel you to where you want to be.

**Fix This Next** is based on what I call the Business Hierarchy of Needs. If you look at Maslow's Hierarchy of Needs, you see the base is physiological, then there is safety, followed by belonging and love, esteem, and finally, self-actualization. Fundamentally speaking, the Business Hierarchy of Needs follows this same model. So, let's check it out. The Business Hierarchy of Needs consists of:

- **Sales (the base level)**

Always make sure your base level is met first. When it comes to humans, we need food and water. When it comes to our businesses, we first need cash flow and sales in order to move up the hierarchy of needs.

- **Profit**

This is the creation of sustainability. Many businesses have a profit problem but are focused on sales. It's more important to bake profit into every transaction you have. You cannot sell your way into profit. You need a system to bring profitability around.

- **Order**

This is the level of organizational efficiency. The idea is as your business grows it becomes less and less dependent on you and it becomes organized. Achieving organizational efficiency will extract the owner from the business so it has no dependency on you and can run on automatic.

- **Impact**

Impact is the creation of transformation. This is where you realize your business is not about transactions but transformation. You are not selling a commodity, but a service that impacts lives and a community. What is the feeling you are leaving for the client, how are you transforming their lives and decommoditizing yourself?

- **Legacy**

Legacy is the creation of permanence. It is where the business is designed to live on into perpetuity without you. When you create a legacy, you realize you are not the owner of the business, but the steward. To achieve the legacy level, the owner must care more about the corporate legacy than his personal legacy. This should be the objective of your business.

When something is broken in our business our first instinct is to sell more, when chances are, we really need a better profit or efficiency system in place. You may think you want to have an impact and have a legacy, but you don't have the efficiency to support it. You will use this Business Hierarchy

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of Needs, reverting to the base level needs, and then make sure they will be met before elevating to higher levels.

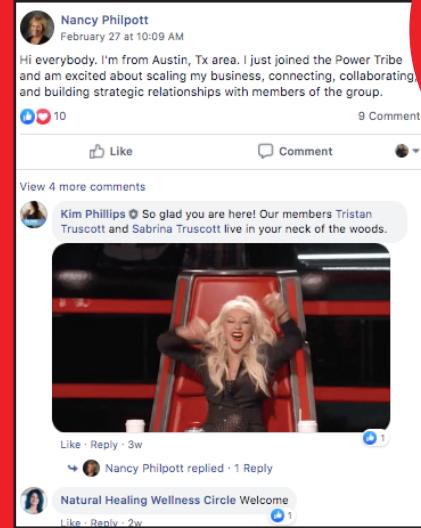
The Business Hierarchy of Needs model has a get-to-give component. Often, we are told you have to give to get, but here, the model shows the first three stages are about getting. You need to get sales into your organization, you need to get more profit, and you need to get more efficiency. You need to get that organization. With a strong foundation in place you can then elevate to becoming transformational through impact and achieve perpetual life — a legacy for your business. Now that is about giving, because only through legacy can you contribute.

Remember, your business is a fluid, living, breathing thing. You will find yourself at different levels within this hierarchy of needs at different times. That's to be expected, especially as your business evolves. To run a profitable business, you know there will be times you ping pong around this model of needs. But the closer you stick to it, and build that solid foundation, the stronger your business will be.

*By his 35th birthday, Mike Michalowicz (mi-kal-o-wits) had founded and sold two multi-million-dollar companies. Confident that he had the formula to success, he became a small business angel investor... and proceeded to lose his entire fortune. Then he started all over again, driven to find better ways to grow healthy, strong companies. Mike has devoted his life to the research and delivery of innovative, impactful entrepreneurial strategies to you.*

*Mike is the creator of **Profit First, Clockwork**, and his latest, arguably most impactful discovery, **Fix This Next**. He is a former small business columnist for The Wall Street Journal and business makeover specialist on MSNBC. Mike is a popular main stage keynote speaker on innovative entrepreneurial topics, and is the author of *Fix This Next, Clockwork, Profit First, Surge, The Pumpkin Plan and The Toilet Paper Entrepreneur*. Fabled author Simon Sinek deemed Mike Michalowicz "...the top contender for the patron saint of entrepreneurs."*

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# REAL STORIES FROM OUR MEMBERS



By DeeAnn Memon, Powerful Professionals



**Approaching influencers in your niche may seem impossible to you, but three of our members share their stories of attracting and partnering with influencers in their niche.**

**What is your niche and what type of influencer are you partnering with to generate Leads and Sales?**



**Violet White, White Iris Transformational Coaching and Wellness:** Violet coaches people through detox and permanent weight loss. She partnered with Dr. Jackie Walters of the hit series *Married to Medicine* on Bravo.



**Tami Santini, Paradise Getaways and [Tamsantini.com](#):** Tami and Lou Santini are the masterminds behind a coaching group for travel agents who want to learn how to sell and implement destination weddings. Tami went after the owner of Destination Wedding Honeymoon Specialists

Association (DWHSA) and podcasters in her niche.



**David Stelzl, Stelzl Visionary Learning Concepts:** David coaches MSP providers to increase sales by making meaningful inroads using cyber security strategies and products. David has pursued manufacturers of cyber security products such as Cisco, Check Point Software, Binary Defense, and Distributors of technology

such as Ingram Micro or Tech Data — companies who sell through the channel (IT Services Companies) who would like to ramp up partner sales but don't know how or don't really have a program in place to make that happen.

**How did they get to be on their Influencer's radar?**

**Violet White:** One of Violet's coaching clients was a friend of Dr. Jackie and the doctor was impressed with not only how much weight her friend had lost but also how long she had kept it off. She asked her friend to set up a meeting with Violet because she wanted to know more about the program.

**Tami Santini:** Tami was following the DWHSA organization for years and was a member of their Facebook group. She scanned the group regularly and saw a post looking for speakers for an upcoming event. She then researched the organization's website and other digital presences and found a few gaps in the info they were providing their members and pitched ideas from those gaps to the owner.

Tami was also looking for guest spots on podcasts that speak to her niche market. She put together a search for these podcasters on Instagram and sent them a short DM asking if they were looking for content. Tami then researched the ones who responded to find topics that would serve their audiences and pitched several.

**David Stelzl:** Before getting into his current business he was a reseller or partner of these companies. Today he speaks at their events, posts on LinkedIn to get their attention, directs his lead newsletter articles toward their decision makers, and contacts them directly. "I also frequently get introduced to key players through my clients who are already working with them," says Stelzl. "Often our relationship starts with them being asked to sponsor a live marketing event where I'll speak to my client's prospects as part of a lunch & learn or other event. My clients' sponsors are my dream 100 influencers. When they see my message, and see the buyer moved, they want to know more."

### **What was the most uncomfortable moment experienced (if any) once you put yourself out there to work with your influencer?**

**Violet White:** "I had to meet with Dr. Jackie Walters in person to discuss my program. I was very nervous and intimidated being on the turf of this brilliant, confident woman," said Violet. "I thought, how can I impress a celebrity doctor? However, as luck would have it, I was already in Atlanta for an event at Kim's house and having the coaching from Kim the day prior gave me the confidence I needed to present my program well."

**Tami Santini:** Tami said it was intimidating to have the owner of DWSHA watching her on Facebook Live (part of the screening process) as she was someone Tami had been following and admiring for many years. In regards to the podcast search, she said there were certainly rejections and of course that never feels comfortable.

**David Stelzl:** David says, "When I point out that their idea of sales training is product training and it fails every time, they're either going to sign up with me or be offended. Recently I told Ingram Micro their entire security initiative would fail if they didn't get some real sales training in front of their resellers. I was excited when they agreed. It could have gone the other way. In the early days I was afraid to speak out — today, it's the fastest way to qualify."

### **What were the results of efforts to work with an influencer?**

**Violet White:** Dr. Jackie partnered with Violet by inviting her tribe to a lecture presented by Violet on her signature Detox Program. Eighty women attended and 30 paid for the program and will likely convert to a longer maintenance program in the months to come.

**Tami Santini:** Tami will be speaking at the annual DWSHA event (once the pandemic recedes and people begin to travel again) and she has also recorded a podcast with an influencer who will be airing the episode shortly.

**David Stelzl:** They loved the idea and paid for David to do a roadshow offering a free training segment which allowed him to then sell his coaching programs into their reseller network. Contacting this one manufacturer resulted in a minimum of \$50K in coaching and sales training.

### **What is the number one piece of advice you have for our readers?**

**Violet White:** "Do not be intimidated by your influencer. They are people just like you who are trying to serve their tribe."

**Tami Santini:** "Follow your influencers on social media and search for them in all of the platforms to get an idea of their vibe/personality. Present a really researched pitch with good subject lines and a tone that serves THEIR audience."

**David Stelzl:** "Influencers have been my main source of list building. I've either spoken at live events or done webinars — some with a speaker fee attached, some with permission to sell from the stage. Today I have a list of over 5000 resellers... most came from these events. I've also closed more high-ticket sales at live events than any other venue. All of my high-ticket coaching clients have come from these relationships where they see me live, have a chance to meet me or talk at the back of the room, and agree to start, usually with my core offering, The Security Sales Mastery Training — an online course including weekly small group coaching. I've also had several manufacturers and distributors license my training, agreeing to buy as many as 300 seats in one case, and a monthly contract that sold 90 seats per month for a year — a \$997 product minus their 40% affiliate commission. That's a great deal for me."

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