

RISE

GROW YOUR AUDIENCE, CREATE WEALTH, UPLEVEL YOUR LIFE



NORTH STAR
KEY GUIDE TO ARTICLES

 BUSINESS

 HEALTH

 FAMILY

 SPIRITUAL

 PERSONAL DEVELOPMENT

IN THIS ISSUE

Stand Out from Your Competitors
Three Different Ways to Launch a Course
12 Foundational Principles You Need to Know
We Are All Striving for that Human Touch

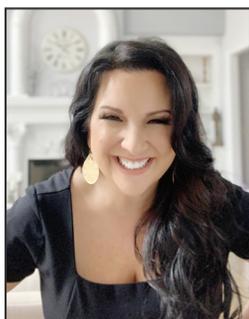
3 Secrets to Making Friends in the Media
Facebook Ads: How to Scale When Things
Are Going Great & What to Do When They
Are Going Not-So-Great

p: 844.420.7827 f: 727.495.7660
Powerfulprofessionals.com

Price: \$97.00

POWERFUL
PROFESSIONALS

Dear Reader,



Since it's February, can we start with my favorite thing... you?

And I just tell you how much I love you?

I mean, we have the BEST community in the world of action-taking-world-changing-impact-driven-heart-centered-get-it-done-entrepreneurs on the planet.

I have seen amazing things in our community the last month.

...Members honest about their fears and others rallying support.

...Members inviting friends and family into the fold because they know the difference this community can make.

....New businesses formed from collaborations between synergistic industries.

Cheering, inspiration, encouragement and education... all things that our members have given to one another.

Because you are the BEST.

And if you haven't yet experienced this, it's time to show up.

On the calls, in the labs, in the Facebook Group... get engaged and get more out of the relationships with the amazing members who are just waiting to connect with you.

To see your opportunities to connect this month, check the upcoming events on page 9.

And join us at Launch Academy Live on March 11-13 at launchacademylive.com.

It's time to get your community on.

XOXO,

Kim Walsh Phillips

Kim "Love You to the Moon and Back" Walsh Phillips

“

REPEAT AFTER ME:

I AM STRONG,
BRAVE, CAPABLE AND
ready

”

KIM WALSH PHILLIPS

Contents

Three Different Ways to Launch a Course.....	3
We Are All Striving for that Human Touch	5
What We've Been Up To.....	6
Ask Caryn: Your Burning Questions Answered	8
Save the Date	9
Power Strategy: Instagram Reels	10
Be Prepared! 12 Foundational Principles You Need to Know	11
Facebook Ads: How to Scale When Things Are Going Great & What to Do When They Are Going Not-So-Great.....	12
RISE Magazine Q & A Interview	14
Stand Out from Your Competitors by Using the Best Tools for Creating Images in 2021	16
How Apple's New iOS Update Should Make Us Better, Not Bitter!	18
If the Way Be Clear	20
3 Secrets to Making Friends in the Media.....	22
The First Thing You Must Do Before You Can Transform Your Body and Health	23
Coaches Corner: What is one of the ways you show your customers/members LOVE?	24

THREE DIFFERENT WAYS TO LAUNCH A COURSE



By Kim Walsh Phillips, Founder, Powerful Professionals

It started as a necessity and became a choice.

This past Christmas we rented an RV so we could travel to visit my parents in NY without stopping at hotels or rest stops.

We camped out in four different campgrounds along our journey and fell in love with the whole experience. From the family bonding, to connecting with nature, to the ability to avoid gross drive-throughs and restrooms along the way.

(My most surreal moment was fixing us a hot sausage and pepper sandwich while we boogied down the highway.)

As I write this, we are in another RV at a lake near us in Georgia, spending the weekend away celebrating my birthday. My family, including my pup Daisy, are sleeping, as the relaxing sounds of rain hit the roof of the camper.

Except one problem...

The electric system isn't working, and we don't know how to fix it.

It happened late last night in the pouring rain so we've just been starting the engine every few hours to keep the generator going.

Not quite the relaxing sleep we had imagined.

You know what could have solved this?

A course.

If the RV owner that we are renting from had given us a course and a guide we could use to diagnose problems like this, we wouldn't be in this chilly predicament...

And we would be likely to rent from him again.

Now, not so much.

DIFFERENT REASONS FOR A COURSE

There are many ways you can use a course in your business.

Here are just a few...

1. Bonus with purchase

Like our RV rental that could have created satisfied customers with a course to go along with our ride, courses can supplement the purchasing experience of your customers.

Like...

- A jewelry care course that comes with a fine piece of jewelry
- A "what to expect" course that comes from your attorney as you start filing for your divorce
- A "how to navigate middle school" program for parents of rising elementary school students

A course can help prevent questions demanding your time, reduce customer service complaints, and provide a better overall customer experience.

2. Answer the questions you get asked a lot, a lot

I was in a Clubhouse Room with a major online influencer recently and she was asked a lot of questions about how she got to be famous and grow her following. At the end of her chat I asked her, "Do you have a course explaining how you grew your following?"

She sighed and said, "No. I get asked that a lot. But I don't have time with all that I have going on right now."

I couldn't help myself and had to jump in to share that a course is the absolute best way to save time, while making more impact and generating revenue, because once a course is created, you can answer easily...

"Funny you should ask! The answer to this is in my course."

Which is much better than answering the SAME questions over and over again.

Continued on page 4

Continued from page 3

3. Generate client leads

Before I sold my marketing agency, our course was our #1 source for generating clients.

With the course came a bonus call with me where we would discuss their marketing goals and set up a personalized plan for their business.

It was on this call that many asked if we had done-for-you services and I would close client accounts right on the spot.

It was the ultimate in profitable lead generation.

4. Multiply impact and income while you sleep

You know the super cheesy internet phrase of “Make Money While You Sleep”? Well, there is actually some truth to that.

Last night while, let’s be real, I was sleeping and The Tall One was fixing “all the things,” \$12,329 worth of revenue came in from online sales.

While I slept.

Because once you create a course, you can sell it over and over again, even while sleeping and still multiply your impact and income.

It’s one of the best perks for having a course.

You attract right-fit clients, get to serve them fully, and get to bring in passive income while you sleep.

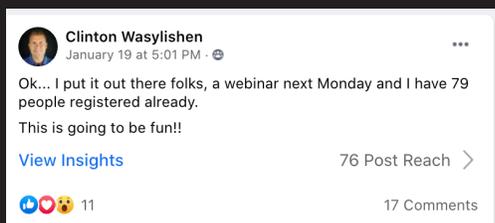
Happy-dance worthy, indeed.

So the question is... what type of course are you launching? If you had to pick one reason or many... what would it be?

And if you don’t have your ticket yet, now is the time to score your seat at Launch Academy Live. Get your ticket now at LaunchAcademyLive.com.

Because your someday is now.

WE LOVE HEARING FROM YOU!



THIS ISSUE BY THE NUMBERS

11 **Number of outstanding contributors** in this one issue. A record for us, by the way. *(Not the outstanding part, the quantity.)*

63 **Incredible images** to choose from in the “We Loved Hearing from You” section. Y’all make it hard!

8 **Number of times** the team asked Kim when she was sending the issue into proofing.

4 **How many times** the calendar of upcoming events had to be changed because Kim took so long to get this issue into printing.

57 **Gallons of coffee** were consumed in the creation of this issue. Our bodies are made up of 89.3% caffeine.

6 **Number of times** Kim had to say, “Can you just give me 10 minutes of quiet,” so she could finally get the issue into proofing while in an RV with her family, because she didn’t want to make it 9 times of her team asking.

INFINITY

How much we love you and are thankful
you read this each and every month.

WE ARE ALL STRIVING FOR THAT HUMAN TOUCH



By Nick Loise, Vice President of Sales

I love a good Bruce Springsteen song and one of my favorites is “*Human Touch*.” I think it rings true today more than ever.

*“You might need somethin’ to hold on to
When all the answers, they don’t amount to much
Somebody that you can just talk to
And a little of that human touch”*

Someone asked me the other day on a podcast why I got into sales. I thought about it a long time and realized the one reason why I got into sales, then sales coaching and teaching, is because I love serving others. I am hard wired to help other people. I love serving them and helping them solve their problems. I believe that selling is the highest calling, and it is based on truly serving others. As humans, we are programmed to serve others, from our families, to our communities and customers. The key there is serving others.

“The greatest among you will be your servant.”
Matthew 23:11

Today more than ever, we yearn for a human connection to people. We are “Zoom meetinged” out. Many of us have been sheltering in place for over a year. We have not been able to go to church together, no coffee, no restaurant meals, the list goes on. We really want to be back in community with others and to be around other humans more than ever.

Sales is not business to business (B:B) or business to consumer (B:C) but Human to Human. **H to H Sales:** Sales are still and always will be Human to Human. It happens when two people connect on a higher level, when your prospect feels that you truly understand what they want to achieve, and your product or service or information will help them achieve that.

At the beginning of time, since the first item was sold in the town square and marketplace years and years ago, it happened between two people. We have attempted to get around that with webinars, teleseminars, Tik-Tok videos, etc., but the core element is the connection between people.

Media is media and nothing more than a tool. The sale will never be made unless there is a connection, a conversation, and the prospect feels that you care and you can help.

I tell this story all the time, to remind myself but also to prove a point. I was sitting down with an executive of a large CRM company. He said that the newest thing that everyone was talking about was that sales are Human to Human or H to H. I laughed because I have been teaching this forever, so has Zig Ziglar, so does every great salesperson. We serve others through selling, we serve others through connecting, we serve others through helping them move to their desired state.

The key ingredient for sales to happen is TRUST. Sales happen based on trust and bonding, this happens between two humans. They may work for companies, but as I say, a company never bought anything. Even with all the A.I. that we have, it is still humans who are doing the buying and selling.

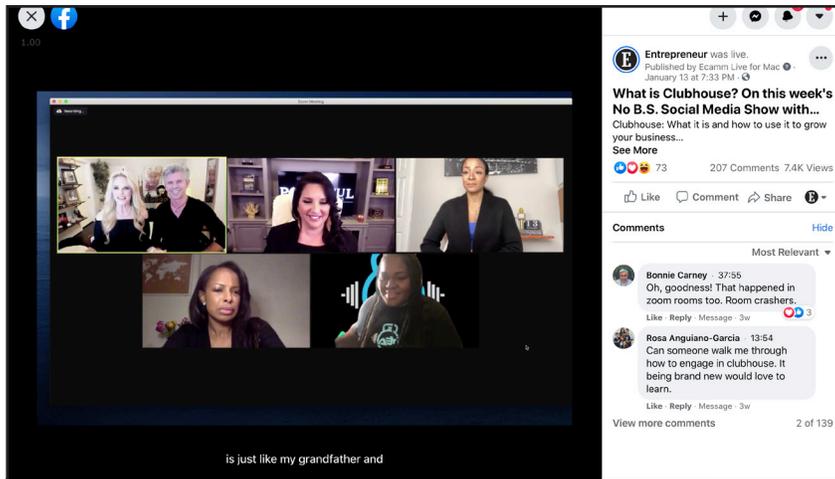
**“THE GREATEST AMONG YOU
WILL BE YOUR SERVANT.”
MATTHEW 23:11**

Trust happens faster Person to Person, and all sales are based on creating an environment of trust, period. So if you want to accelerate your sales and business development, figure out a way to connect on a personal level with your prospects.

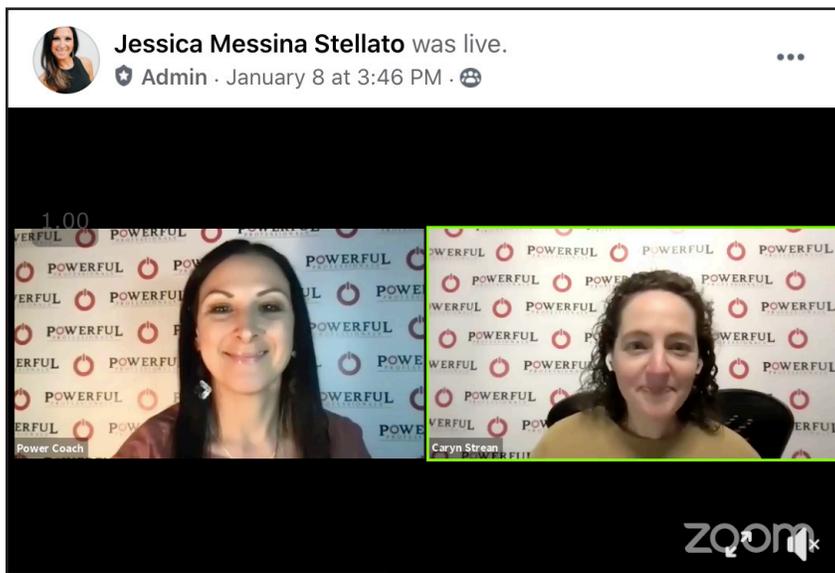
Sales will always be Human to Human, and I am thankful for that. If you want to serve more people and amplify your mission, learn to sell.

If you believe that your product, service, or information will help others, then it is your duty and moral obligation to sell. That is how you help and serve others.

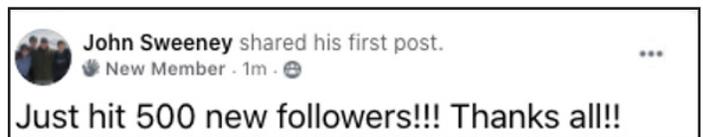
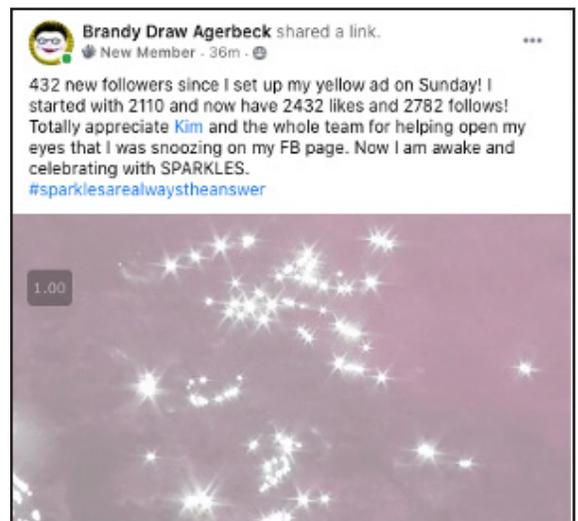
WHAT WE'VE BEEN UP TO...



SPECIAL NO BS SOCIAL MEDIA SHOW ON CLUBHOUSE

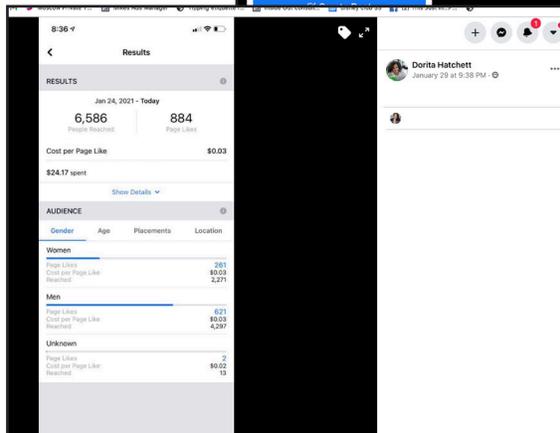
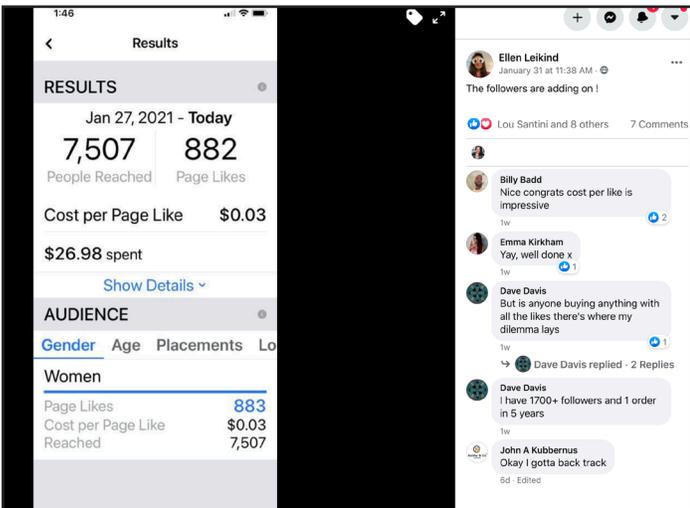
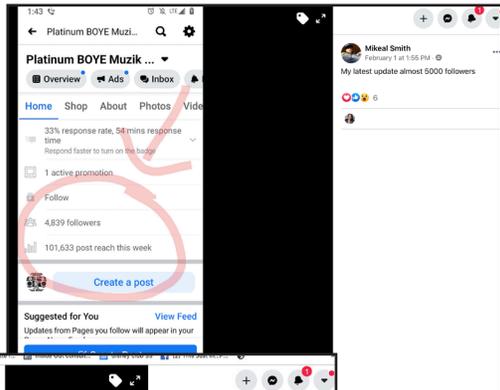


NEW MEMBER ORIENTATION

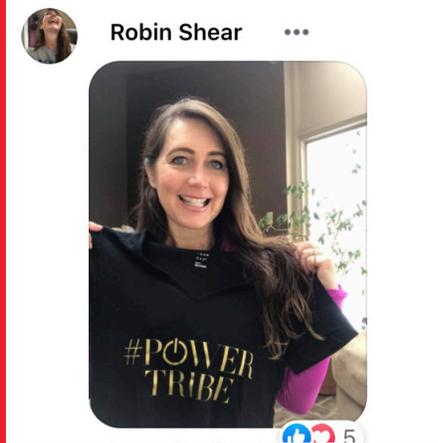




**10X YOUR FOLLOWERS
CHALLENGE VIRTUAL HIGH 10**



WE LOVE HEARING FROM YOU!



ASK CARYN: YOUR BURNING QUESTIONS ANSWERED



By Caryn Streaun, Powerful Professionals

I will be answering your questions related to webinars, software, email, connections, automation, sales pages and more. You can ask questions directly in the Facebook group at www.facebook.com/groups/powertribers or by sending an email directly to askcaryn@powerfulprofessionals.com.

Q: Now that I'm practically living on Zoom for client meetings, any hacks you can share for ease of use?

A: Zoom has been phenomenal in the past few months to constantly bring us new updates to make our meetings, well, more tolerable as we spend more time virtually.

You've probably noticed emoji reactions, Virtual Filters, and Studio Effects. Ladies, no time for makeup in the morning? No problem. Notice my eyebrows and lips.



But there's some features that help when you might be screensharing to make everything run as smoothly as possible.

1. If you have alerts set up on your desktop, such as text messages or calendar reminders, wouldn't you hate for those to appear in the middle of a presentation? On a Mac computer, you can turn on Do Not Disturb via your

Control Center. On a Windows computer, set up Focus Assist for the duration of your call. No more personal surprises during your meetings!

2. Want to take notes in real time? Use the screenshare function to produce a virtual interactive whiteboard. Brainstorm live on screen. Best part? You can download the whiteboard as an image or PDF after the meeting so you can share with your team.

3. Share multiple screens at once. Hosts can control the settings to allow more than one screenshare. This works best with dual monitors so you don't have to keep flipping back and forth but can easily save time instead of going from screen to screen to screen.

Q: Gah! Tech goblins got me again. I wish there was an easy way to know if my software is down.

A: While I never got my Genie in a Bottle degree in college, there are some wishes I am able to grant.

Many large software products have status pages where you can subscribe so you know about a problem BEFORE it becomes one for you. They will alert you to the site being down or if one (or more) bugs currently exist. At least that way you can plan ahead.

Status pages are common for programs like Infusionsoft, ClickFunnels, and even payment gateways such as Stripe, Paypal, or WePay. Same with webinar/meeting software, such as Zoom and GoToWebinar.

Just Google "Status" + "Name of Software" to subscribe to updates or check there first before you sit on hold for customer service. Some will even tell you where to follow on social media for updates.

Have a question for a future installment of Ask Caryn? Email your question to askcaryn@powerfulprofessionals.com.

SAVE THE DATE:



POWER TRIBE NEW MEMBER ORIENTATION

Tuesday, February 16, 11:00 am EST

POWER TRIBE MASTERCLASSES

Monday, February 15, 1:00 pm EST: The Cut-and-Paste Promotion Plan

Monday, March 1, 1:00 pm EST: Passive Profits: The Fastest Path to Creating Wealth While Building Your List

POWER UP ACCELERATORS CLUB IMPLEMENTATION DAYS

Tuesday, March 2, 11:00 am to 3:00 pm EST: Audience Avalanche

POWER UP ACCELERATORS CLUB & INNER CIRCLE LABS

Wednesday, February 17, 3:00-4:30 pm EST

Wednesday, March 17, 3:00-4:30 pm EST

Wednesday, March 31, 3:00-4:30 pm EST

UPCOMING EVENTS

Inner Circle Virtual Retreat

The Summit Sales Strategy

March 4-5, 2021

SAVE THE DATE!

Launch Academy Live

March 11-13, 2021

launchacademylive.com

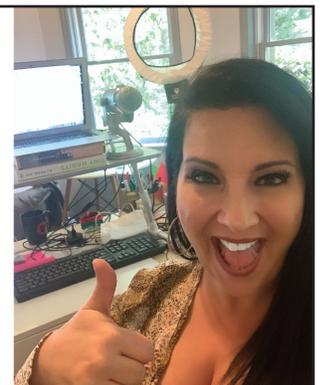
SAVE THE DATE:

Wed, March 3rd

11AM - 3PM EST

**LAUNCH
SECRETS
LIVECAST**

Behind-the-scenes secrets from the
biggest names in course creation.



POWER STRATEGY: INSTAGRAM REELS

BY KIM WALSH PHILLIPS

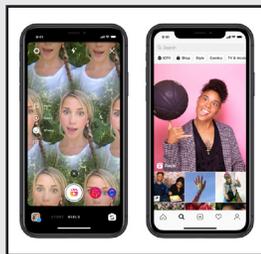
Instagram Reels is a fairly new way to share content on Instagram, and Instagram loves it so you get more reach.

How it works: You record and edit 15-second multi-clip videos with audio, effects, and new creative tools. You can share reels with your followers on Feed, and, if you have a public account, make them available to the wider Instagram community through a new space in Explore. Reels in Explore offers anyone the chance to become a creator on Instagram and reach new audiences on a global stage. It is a way to reach more people for free on Instagram.

How it works, courtesy of Instagram:

Creating Reels

Select Reels at the bottom of the Instagram camera. You'll see a variety of creative editing tools on the left side of your screen to help create your reel, including:

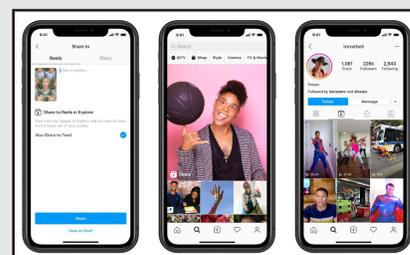


- **Audio:** Search for a song from the Instagram music library. You can also use your own original audio by simply recording a reel with it. When you share a reel with original audio, your audio will be attributed to you, and if you have a public account, people can create reels with your audio by selecting "Use Audio" from your reel.
- **AR Effects:** Select one of the many effects in the effect gallery, created both by Instagram and creators all over the world, to record multiple clips with different effects.
- **Timer and Countdown:** Set the timer to record any of your clips hands-free. Once you press record, you'll see a 3-2-1 countdown before recording begins for the amount of time you selected.
- **Align:** Line up objects from your previous clip before recording your next to help create seamless transitions for moments like outfit changes or adding new friends into your reel.
- **Speed:** Choose to speed up or slow down part of the video or audio you selected. This can help you stay on a beat or make slow-motion videos.

Reels can be recorded in a series of clips (one at a time), all at once, or using video uploads from your gallery. Record the first clip by pressing and holding the capture button. You'll see a progress indicator at the top of the screen as you record. Stop recording to end each clip.

Sharing Reels

With Reels, you can share with your followers and be discovered by the huge, diverse Instagram community on Explore.



- **If you have a Public Account:** You can share your reel to a dedicated space in Explore, where it has the chance to be seen and discovered by the wider Instagram community. You can also share your reel with your followers by posting it to your Feed. When you share reels featuring certain songs, hashtags, or effects, your reel may also appear on dedicated pages when someone clicks on that song, hashtag, or effect.
- **If you have a Private Account:** Reels follows your privacy settings on Instagram. You can share to Feed so only your followers can see your reel. People will not be able to use original audio from your reels, and people cannot share your reels with others who don't follow you.

Once your reel is ready, move to the share screen, where you can save a draft of your reel, change the cover image, add a caption and hashtags, and tag your friends. After you share your reel, it will live on a separate Reels tab on your profile, where people can find the reels you've shared. If you also share to your Feed, your reel will appear on your main profile grid, though you have the option to remove it.

Whether you have a public or private account, you can share your reel to your Story, close friends, or in a direct message. If you do so, your reel will behave like a regular Story — it will not be shared to Reels in Explore, it will not appear on your profile, and it will disappear after 24 hours.

BE PREPARED!

12 FOUNDATIONAL PRINCIPLES YOU NEED TO KNOW



By Shaun Buck, The Newsletter Pro

Flashback to August 2019: I was in a villa on a beach in Cancun. I was there for a week, went back to Idaho for a week, and then headed back to Cancun for another week before school started for the kids.

It's crazy how much can change in a short period of time. Now, most of the world is off-limits to Americans from a travel standpoint, countless businesses and entire industries remain closed, and new ones have been created or revitalized. Quite frankly, this isn't the world I was living in a year and a half ago. It's as if we've entered an alternate reality.

I don't think many are fans of this pandemic (maybe a handful of mask suppliers feel differently), but I do know, pandemic or not, that there is an opportunity in the market right now. There has been for months. In fact, I see opportunities everywhere around me. The real questions are these: Which is the best opportunity? What should an entrepreneur do to maximize profits?

In a time of radical change, there isn't a crystal ball or a magic answer. But probable answers do exist, and I'm going to share them with you. The key is to focus on these 12 foundational business and marketing principles.

Make sure you're capturing and nurturing your leads long-term. This is not just for days or weeks, but for months and even years. Follow up online and offline with direct mail, phone calls, and text messages.

JUST BECAUSE YOU THOUGHT
SOMETHING WAS A BAD IDEA
OR THINGS COULDN'T BE
DONE A CERTAIN WAY DOESN'T
MEAN IT IS STILL TRUE.

You must have a system in place to retain existing customers. We have to keep everything we have and maximize those customers. Newsletters are perfect for that, and they help in many of the other areas on this list, as well.

Trim the fat in terms of employees. I know I've been guilty of keeping employees I simply don't have the work for. You can't do that right now.

Ensure you're focused on your sales team and lead-to-sale conversion. We have to have good numbers here, and if someone isn't pulling their weight, unfortunately, you have to replace them.

Work to upsell more and/or sell new products and services to existing customers. The easiest sale to make is to people who already know and trust you, so if you have that new product ready but haven't gotten it off the ground yet, now is the right time to give it a push.

Building relationships with customers and vendors is more important now than ever before. We can't predict the future, and you will need those relationships to make sure you survive. You'll also need as many customers as possible, which is why I told you earlier to focus on keeping your customers.

Invest more in marketing and lead generation, not less. As some people flee the media or feel like they're fat and happy because they had stimulus money, the smart ones invested that money in growth. You should be adding new and profitable campaigns once you've crushed all the points on this list.

Hire talent — it's on sale right now. With so many people out of a job, you can get talent all over the country for a one-off project or even full-time super cheap. Take advantage of this unique situation to hire some great people.

Set up deals with partners to create mutually beneficial relationships that grow both companies. People are

Continued on page 13

RELATIONSHIP

FACEBOOK ADS: HOW TO SCALE WHEN THINGS ARE GOING GREAT & WHAT TO DO WHEN THEY ARE GOING NOT-SO-GREAT



By Kelly LeMay, Powerful Professionals

I have a love/hate relationship with Facebook's Ads Manager.

On one hand, the platform gives you all the stats your little heart could ever desire. On the other hand, there are SO many stats that it can feel overwhelming.

**JUST LIKE ANY GOOD DOCTOR
DOESN'T HAVE A ONE-SIZE-FITS-ALL
SOLUTION FOR EVERY PROBLEM,
THE SAME GOES FOR
ADVERTISING ON FACEBOOK.**

The truth is, there are only a handful of stats that you really need to pay attention to on a regular basis. The main one is the Link Click Through Rate (LCTR). This is different from the CTR (All) stat that Facebook likes to highlight. CTR (All) calculates the percentage of people who clicked on your ad in any way, shape, or form (sharing, liking, commenting, etc.). While I love when people share our ads with their network, I really want to know the percentage of people clicking on our ads, which the LCTR provides.

Your LCTR is the first thing to check when your ads aren't performing. It's sort of like how the doctor checks your blood pressure no matter what your ailment is. It's a great indicator to the overall health of your campaign. As a general rule of thumb, your LCTR should be around 1%.

What to Do When Ads Are Going Not-So Great

Just like any good doctor doesn't have a one-size-fits-all solution for every problem, the same goes for advertising on Facebook. Here's a list of common ad "ailments" and what you can do to get them producing leads and sales on autopilot:



Issue: Low LCTR + Low Results

Things to Check:

- Are your ads set up correctly? (i.e. your tracking is set up correctly or you aren't targeting men with an ad for lipstick)
- Rethink your messaging. Is it outcome-driven and speaking to the pain points of your audience?
- Is your audience too specific? Facebook will optimize your ads for you, so if you go with a broader audience that may help to get the results rolling.

Issue: Good LCTR + Low Results

Things to Check:

- Double-check that tracking is set up correctly
- Check functionality of the landing page (i.e. no errors, slow load time, etc.)
- Is your landing page messaging congruent with your ad messaging?
- Is your opt-in form "above the fold" on your landing page?
- Are you asking for too much information on the opt-in form? Generally you only need to collect first name and email (plus an optional field for cell phone for text reminders)

Issue: High Spend + Low Results

Things to Check:

- Double-check that tracking is set up correctly
- Check functionality of the landing page (i.e. no errors, slow load time, etc.)
- Is your LCTR low? (If yes, see Low LCTR + Low Results)
- If there are no issues with the items above, your daily budget may be too high — try lowering it.

Issue: Low Spend + Low Reach

Things to Check:

- Is your budget high enough?
- Is your audience large enough?

What to Do When Ads Are Going Well

The first thing you should do is a little happy dance in your chair! After that, there are a few things you can do to keep the party going and scale your results.

Budget Increase

If your ads are going well, you can increase your budget every day. Facebook gets a little crazy if you go from, let's say, \$30/day to \$400/day, but we've found if you increase

your daily budget by 20% daily you can scale quickly without poking the proverbial Facebook bear. If you find your cost per result increases, skip a day of increasing to let everything even out.

Add More Audiences

Testing new audiences is a great way to scale an already proven funnel. Is there another segment of your list that could be used as a Lookalike audience? Or maybe the same campaign could be replicated for another niche that you serve.

New Images

When things are going really well it's always a good idea to have a few new ad variations in your back pocket. After a while of running the same images your campaign might start to experience "ad fatigue." That's when your cost per result starts going up for no good reason. You can easily just add some new image variations to your campaign to freshen things up.

Still have questions? Post inside of our Facebook group at www.facebook.com/groups/powertribers or join us for open coaching on the Monthly Masterclass!

Continued from page 11

willing to work together now more than ever before, so take advantage of that and push those partnership relationships. Find ways to promote each other and help each other sell more.

Take the content you're already creating and recycle it. One of the biggest mistakes from a social standpoint is that people don't reuse enough of their best content. I know I've been guilty of this as well. It's not always about new, new, new.

Kill all sacred cows. Just because you thought something was a bad idea or things couldn't be done a certain way doesn't mean it is still true. Don't dismiss something simply because it didn't work the first time. Before all this, I was in Mexico, but now I'm not. Things change.

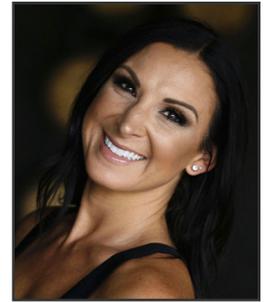
Work, work, and when you're done, work some more. You don't have time for Netflix. You need to make sure you're working on this list and working on your business as much as possible right now so that if a second wave hits, you're prepared.

Ultimately, no one knows what is going to happen. With any luck, the worst is behind us, but 2021 has already thrown us a few curveballs. Who knows what will happen next? The way I see it, I'd rather be prepared for the worst, and if things go well in 2021, I'll be so far ahead of my competition that they won't even be able to see me. If things go bad, it's likely I'll be the last man standing. Either way, I win.

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.

RISE MAGAZINE

Q & A INTERVIEW



By Jessica Stellato, Powerful Professionals



This month we are featuring one of our Power Up members, Kelly Schaefer. Kelly is the owner of two incredible businesses. She owns Task Complete which she founded in 2010, which is a local personal errand and concierge business. She then started another company in 2015 called The Concierge

Academy, which is a coaching business. She decided to show up big for her businesses, and for herself. Despite the impact of COVID-19, it actually fired her up to get louder with her message to show up bigger, for all who want to give up and are feeling afraid. This is an incredible interview of guts and glory!

Let's get to know more about Kelly and her businesses...

Q: Tell us more about yourself personally.

A: I live in Bucks County, PA, with my husband of 16 ½ years, and have 4 beautiful children. I started out as a single mom who chose to go to nursing school to give my daughter the best life I could. I had begun my healthcare career a few years before in Dietary, originally thinking I wanted to go to college to be a Lab Technician. While working in Dietary though, I realized two very important things. One, I absolutely loved interacting with the patients one on one. And two, I would never be satisfied wearing a white lab coat. *(It obviously didn't serve her fun, unique style!)* This is what led me to choosing Nursing as my career. I worked as a nurse for 14 years. I loved my job but didn't love the bureaucracy of the hospital. The long shifts (and fellow nurses who didn't seem to care) started to eat away at my core. At my soul. But I felt as if I had no other "skills" to offer the world. All I knew how to do was "take care of

people." After avoiding the whispers for almost two years, I decided to leave the hospital setting and start a business where I could take care of people. This is how my personal concierge business came to light! My focus was to help busy moms and aging adults who wanted to live a better quality of life.

Q: You came from a nursing background. What made you enter the concierge/task business? How has your business grown through the years?

A: I knew nothing about marketing or entrepreneurship but decided to go for it anyway! I started my Task Complete business with just a website and business cards. In the beginning, I struggled hard to find clients. No one in my area had ever even heard of a "personal concierge." But I poured myself into learning everything I could about marketing and within two years I had a full client base and brought on my first team member to help manage the requests. People in my industry started taking notice of my success and came to me asking how to start a business and get clients. I started doing strategy calls, and helping others build their businesses while I was still expanding my own company. After four years, I stepped out of the "technician" role of my company and focused on marketing, systems, and growth. By 2018, I was up to eight employees! Learning these skills helped me become a better coach as I continued to help more and more people in our industry gain the same success I had created for myself.

**"I'M A BEER LOVIN', WILDLY
ENERGETIC, NO NONSENSE,
TELL IT LIKE IT IS, BEYONCE
DANCING FREAK OF NATURE
THAT JUST LOVES LIFE!"**

Q: What motivates you to work hard?

A: Motivation is ingrained in me. I just live life to the fullest! Some days I lose myself in my business because I love it so much! I am constantly learning, creating, and evolving.

Q: It's obvious you have an entrepreneurial spirit (and quite quirky I might add). Was there a specific event that nudged you to go from being a business owner to creating an online company to teach others to do what you do?

A: I watched a lot of GOOD caring people come and go in the industry because they could never quite figure out how to get clients consistently. More and more people started seeking me out for support, and I found I LOVED sharing the knowledge I had learned with others.

Q: What made you say, "I think the concierge business is perfect for me"?

A: In 2010, I had this "inner calling" for something new, something different. I had never even considered starting a business. I decided I wanted to just "take care of people." The Concierge Industry made that possible for me. Later on, as I developed my own marketing expertise, I created a group online concierge course, out of the need of people asking me to do this! I focus on what I call "Nurture Marketing." I'm excited to say that 40 people went through my program in 2020! (*Obviously, she is excellent at what she does!*)

Q: What fires you up and gets you most excited about what you do?

A: I love empowering others to create change in the world! I also love and feel it's important to help women claim or reclaim their financial independence. Most women put their lives on the back burner to raise families. This industry is PERFECT for those skills that many women overlook as being "valuable."

Q: It's obvious that you and Kim totally connect! How did you two meet?

A: Kim and I met in a mutual program that taught LIVE events and a group Mastermind program.

Q: How has Kim Walsh Phillips and Team Powerful been a game changer for you and your company?

A: Kim's friendship and coaching has helped me expand my ability to reach more people. She has a way of shining the light for me when I begin to lose my own way. I think all good marketers have hired mentors in their corner.

Q: What are some accomplishments you've had since starting your businesses?

A: I wrote a book titled *The Concierge Life* and I was recently featured in an article in the magazine *First for Women* in their December 2020 issue, which is my first national magazine. The magazine approached me in the summer of 2020 because of my strong online presence.

Q: What is around the corner for you professionally?

A: My goal is to multiply my impact and reach more people within both marketing and mindset. I plan to earn \$1M before I turn 50 years old, while positively impacting 1 million lives.

Q: What are some tips you can share with other entrepreneurs and business owners?

- A:**
1. There is not one specific formula, the way is through trial and error.
 2. Be willing to fail forward.
 3. The greatest asset in your business is your relationships.

CONTACT KELLY SCHAEFER:

Email: support@TheConciergeAcademy.com

Website: theconciergecompany.com

Instagram: <https://www.instagram.com/thekellyschaefer/>

Facebook: <https://www.facebook.com/TheConciergeAcademy>

Book: *Concierge Life*

VIRTUAL EVENT

Spark Live

March 15-17, 2021

Kelly's Favorite quote...

“ Live life to the fullest! ”

— Kelly Schaefer

STAND OUT FROM YOUR COMPETITORS BY USING THE BEST TOOLS FOR CREATING IMAGES IN 2021



By Greg Russell, Power Coach



There are a variety of different online tools you can use to easily create eye-catching images without having to start from scratch, learn how to use Photoshop, or hire a graphic designer. One of the most widely-used design tools is Canva, which you may have already heard about because Kim and her team rave about it all the time.

Canva has a library of different templates and layouts to choose from to create images for your website, emails, and social media channels. However, with the popularity of Canva comes a lot more competition, because everyone can quickly and easily create their own graphics... Which poses the question: How do you make your visual content stand out from the rest?

I want to share with you 5 tools you can use alongside Canva to help you get an advantage with your visual content. Before I reveal these tools let me share with you 3 simple things you can do to keep your brand consistent when using multiple design tools. To keep your brand consistent, keep your fonts, colors, and icon/logo the same.

Consider using a Google font, because they are usually available across most of the online design tools. Remember, the fonts you use on your graphics don't have to be the same fonts you use on your website. Consider having your icon or logo in both light and dark colors, so you can use it on an image with a dark or light background.

My 5 Favorite Visual Content Tools

Stencil — This app is similar to Canva, but has different browser extensions so you can easily highlight text or capture an image to pull it into your designs. It states it has more than 100,000 different quotes you can choose from to add to social media graphics. Stencil has fewer templates to choose from than other options listed, so if you need a lot of templates to get started, Stencil may not have as many for you to choose from. However, they are my go-to for creating image quotes. Check out this tool at [GetStencil.com](https://www.getstencil.com)

HOW DO YOU MAKE YOUR VISUAL CONTENT STAND OUT FROM THE REST?

RelayThat — This is my go-to for creating promotional images for social media in different sizes. With this tool, you can simply create one image with brand assets, and RelayThat will create that image in various design sizes. The more images and colors you add to its library to choose from, the more custom image templates RelayThat will suggest for you. Check out this tool at [RelayThat.com](https://www.relaythat.com)

PosterMyWall — This is a resource I typically would not share with others. I think their design templates are so good I really don't want the world to know about them... but you're my "Power Up Peeps" so here you go! This graphic design tool lets you create pretty much any type of visual content, but unlike the others, you can also create promotional videos for your business. You can create posters, flyers, and banners in high resolution so you can print them. What makes this stand out from the rest is the high-quality design templates. Take a look at their website and you will see what I'm talking about. Check out this tool at [PosterMyWall.com](https://www.postermywall.com)

Easil — Do you want graphic design templates for your live streams? I know I did; however, I couldn't find any until I found Easil. If you use any of the live-streaming apps like StreamYard, Ecamm Live, OBS, Belive, or Wirecast, just to name a few, then you can add graphic overlays to create professional production. However, out of all the graphic design apps, the only one that I've found that has templates for live streaming is Easil. I've recently used one of their templates for my summit. To see what they look like, Google: "livestream graphics easil." Hopefully the other design tools will start creating live-streaming graphics soon. Check out this tool at [Easil.com](https://www.easil.com)

Crello — The feature that sets Crello apart from Canva and the others on this list is its Animation Maker suite, which gives users animated templates and objects to use to bring more engaging images and videos to life. Animated templates include formats for vertical and square video, Facebook and Instagram stories, and Facebook cover videos, which will help set your brand apart online. Check out this tool at [Crello.com](https://www.crello.com)

These are five design tools that I use in addition to Canva to stand out from the rest. I leave you with this one Pro-Tip: Each of these resources has features and designs that are different than the others... even though there is a lot of overlap. Don't be afraid to create a design in one program and then take that image and upload it into another program to create a design you could not get with just one. This is how you can create visual content that stands out from the rest.

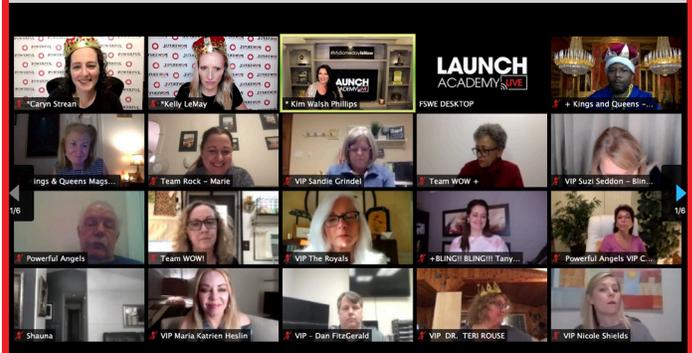
Greg is the Founder of SuccessTeam Marketing Group, LLC., a digital marketing company. His company helps entrepreneurs and business owners obtain the advice, tools, and resources needed to succeed online. Greg has been an entrepreneur since the young age of 15. His goal is to give you a fast track to online success by teaching you what's working, so you can cut years off your learning curve and fast forward your business quickly. Connect with him at [AskGregRussell.com](https://www.askgregrussell.com)



SAVE THE DATE!

LAUNCH ACADEMY LIVE 2021

MARCH 11-13



launchacademylive.com

WE LOVE HEARING FROM YOU!



HOW APPLE'S NEW iOS UPDATE SHOULD MAKE US **BETTER**, NOT **BITTER**!



By Lou Santini, Power Coach

Apple has recently announced that it will be rolling out an iOS update that will give users the choice to opt out of all tracking across its mobile devices and apps. So when you open your Instagram app or Facebook app on your iPhone, a permission message will pop up asking you to allow or not allow your data to be tracked.

As you can imagine, Facebook has spent a billion dollars—yes, a billion dollars—trying to get Apple to not add this update, even publishing two full-page newspaper ads attacking Apple for making it more difficult for businesses to advertise effectively.

This will impact the ability of Facebook's conversion and retargeting tracking to collect the data advertisers counted on to re-target, optimize, and scale their ad campaigns for iOS device users, which according to Perpetual Traffic, is about 60% of Facebook's audience.

And at first glance, this may seem like just another roadblock you have to overcome to generate leads and sales. And you are right that it is going to be a challenge, but...

...that isn't always a bad thing.

One of my favorite pastors, Gary Keese, has a great saying: "Frustration is the breeding ground for change."

Marketing 101

This is going to force many of us to shift and change our strategies and campaigns. We are going to have to develop better copy and funnels for our lead gen! In some ways we will need to go back to Lead Generation 101.

1. People will give you their information, name and email, and credit card for what they really want.
2. It is our job to make them WANT it!

My daughter used to perform at a theatre in one of the most remote towns I've ever been to. Population 1,571! You have to aggressively be on the hunt for this place, literally located

in the middle of a cornfield in order to see the show. Yet, before COVID-19, they were sold out all summer long!

This theatre created a product and marketing message that made their customers hungry to have what they offer!

What You Can Do Right Now to Prepare

According to a Digital Marketer's blog post on January 8, 2021, written by Garrett Hardy, there are a few things we can do to keep this from negatively affecting our businesses.

We need to make sure that our lead magnets (cider offers) and sales offers are all high quality and compelling enough to make our audience "hungry" for what we are offering!

What are some things you can do right now to prepare for this update?

1. According to Facebook, you should verify your domains that are associated with the Facebook page you are running your ads from in your Facebook business manager.
2. Create a parallel offer for the same product that you are running a FB ad to. This means you collect the lead's name and email from the FB ad and then email them the same offer and collect their name and email again, because then you will have solid data from your own landing pages to track effectiveness.
3. You can also upload your leads and conversion data back into Facebook.
4. Diversify your ad channels. There are other ways to get your offer or "cider offer" in front of your audience. There are forums, niche sites, affiliates, and good old-fashioned networking. Of course, I'm sure Apple will be coming out with their own ad platform now that they control all of the app data of their users, and there won't be competition that can match their user data points.
5. There are also softwares out there like Wicked Reports and others that can run analytics on your ads, leads,

and sales, but they aren't always cheap. The cost of these services will need to be added into your ad budget.

ONE OF MY FAVORITE PASTORS, GARY KEESEE, HAS A GREAT SAYING: "FRUSTRATION IS THE BREEDING GROUND FOR CHANGE."

In the end, very little has changed in sales and marketing in the last 100 years. Only the technology is different. Making your audience HUNGRY for your products or services is still the name of the game in any ad platform. Let's get better, not bitter!

Tami and Lou are the founders of Paradise Getaways, an award-winning destination wedding agency & creators of The 20K System & Toolkit, the premiere destination wedding business building course. They enjoy sharing their success secrets with others in the wedding industry so they too can stay in overwater villas in Bora Bora, swim with sharks and stingrays, or hum the Jurassic Park theme song while flying over majestic waterfalls in Hawaii. Because, hey, why not? When Tami & Lou are not busy building their own students' wedding businesses, you can find them traveling, or catch Lou in the kitchen creating a high-calorie meal that Tami has a love/hate relationship with!



50% OFF FOR 2 MONTHS!
5,000 CONTACTS + 3 USERS
Expires March 31, 2021

www.PowerfulProfessionals.com/Automation

CONGRATULATIONS

TO OUR **#POWERTRIBE** MEMBERS WHO LEVELED UP INTO **POWER UP ACCELERATORS CLUB!**

Michelle Plucinsky
Glass Academy

Lyle Crews
NEXA Mortgage

Meghan Lundy
The Digital Unicorns

Bob Michie
MetroMSP

Marianne Siegmann
Marianne Siegmann Coaching

WE LOVE HEARING FROM YOU!



Laura Opper Bostrom

Visual Storyteller · January 26 at 8:15 AM · 🌐

Finally pulling together the results from my Summit and I'm super excited to see the great success that it actually was!

I added 100 new people to my email list!

I sold 11 of the recordings for \$47 a piece, so I brought in \$517, which paid for all that I put into my Summit... plus more.

And the best part is that through it I grew a ton!

I had no idea that from doing a Summit I would gain so much more confidence in myself and what I have to offer!

I am sooooo glad I pushed myself out of my comfort zone to do something that absolutely terrified me when I committed to it on my calendar.

Thank you [Kim](#) for equipping me to do this and believing that I could! And thank you to all of you who supported me in this endeavor!

Now onto my webinar and course! 😊



39 Comments · Seen by 46

IF THE WAY BE CLEAR



By Pastor Jason Tucker, Power Coach

Okay, I'll admit it: Presbyterians are kind of weird (don't worry, I can say it because I am one). But, once in a while, out of the weirdness (like Elon Musk or Seth MacFarlane), there are moments of genius. Like the phrase: *If the way be clear.*

Remember the movie "A River Runs Through It"? Let me refresh your memory. *It had Brad Pitt in it and he was fishing.* Remember now? Okay, good. Set in the mountains of Montana (1910-1935), Paul Maclean (Brad's character) was taught to fish by his father, a Presbyterian minister (played by Tom Skerritt).

Using a metronome and a progression of strict, precise arm-angles, his father taught him how to cast a fly-fishing rod. You see, Presbyterians have a kind of unofficial motto: *Everything should be done decently and in good order.*

I know, weird.

But here comes the genius part. Let's say we need to vote on something (an initiative, a new staff position, etc.), but the details aren't all worked out yet. Instead of delaying the vote, we can vote yes with the caveat that *if the way be clear.* It's a way of saying, "Let's agree that once the obstacles are removed, we are good to go."

If the way be clear, we'll move forward with allowing the teenagers to use the sanctuary on pizza night. *If the way be clear,* we'll host a cash-only blackjack night. *If the way be clear* (once the obstacles are removed—like gaming laws and the elder board), we say yes. (These are jokes, in case any Presbyterians are reading.)

Why should you care about this Presbyterian phrase? Because it's a clue to a much deeper truth. A truth that has a huge impact on your business... When the way is clear and the obstacles are removed, it makes it possible to move forward.

1 Corinthians 14:33 says: "*For God is not a God of confusion but of peace...*" If you think about that, it makes perfect sense. Why would God want you to be confused about your path or your purpose? Why would God not want you to know what to do? God's nature is to reveal the truth. And, whenever that happens, clarity is the result.

On the flip side, whenever there's confusion, conflict usually results. (I'm sure I don't need to paint a picture of what that looks like based on our nation for the last year.)

Here's the bottom line: **If your business lacks clarity, not only will you struggle to move forward, but your customers/clients will struggle to do what you want them to do. There will be unintentional conflict.**

Of course, we usually think we're being crystal clear in our sales funnels and website steps, but often our clients get confused about the path they're supposed to follow. **So, here are three questions you should be asking right now:**

1. Is my purpose clear?

When you know who you are and who you're trying to help/reach, your purpose becomes clear. Do you know your purpose? Can you articulate it in a sentence? If you can't, I guarantee your customers can't either. And, what's

WHEN THE WAY IS CLEAR AND THE OBSTACLES ARE REMOVED, IT MAKES IT POSSIBLE TO MOVE FORWARD.

worse, is that you'll make decisions and design products/ services that don't connect the way they should.

2. Are the next steps clear?

I recently ordered an elliptical machine from a very well-known company. After shelling out almost two-thousand bucks, I received a series of confusing, conflicting communications with no clear steps. It's been 8 weeks and I still don't have my machine. Now, they may have very compelling reasons why and have very clear steps in their own minds, but I'm left confused and frustrated. Make sure this doesn't happen to your customers.

3. Are my calls-to-action clear?

Do your customers know what you'd like them to do next? You may have crystal clear funnels but if you don't have equally clear calls-to-action, they are worthless. You are taking your clients on a journey. They are trusting you to guide them. If you were guiding a group on a challenging hike, you'd break it down to include when to rest, when to pick up pace, and when to slow down.

Your *process* will help your *purpose*. And your customers (and you) will move forward in the journey... *if the way be clear*.

Blessings,
Jason Tucker

Dr. Jason Tucker is our Spiritual Power 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 TO OUR NEW #POWERTRIBE MEMBERS!

Tom Omnus

Michael Bernstein

Greg Dixon

Joana Vat

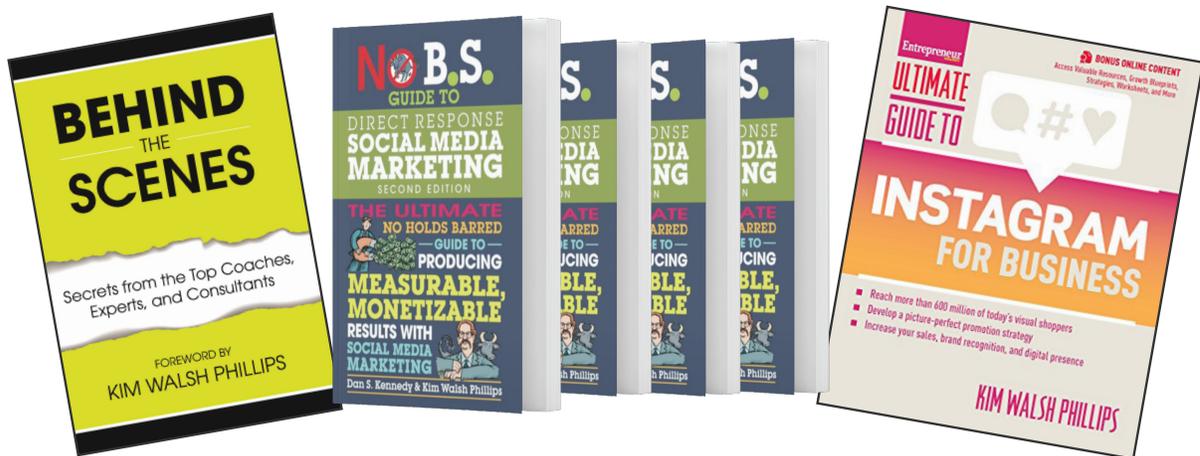
Tara Ivins

Ann Young Lester

Craig Cooper

Yvonne Gallardo-Van Ornam

JUMP START YOUR ROI WITH THESE BOOKS



3 SECRETS TO MAKING FRIENDS IN THE MEDIA



By Selena Soo, Publicity & Marketing Specialist



PHOTO CREDIT: PATIENCE MANZARE

Ever wondered how other people manage to become the go-to source for producers, editors, and reporters when you're struggling just to get your email returned? Or maybe you can't even figure out how to reach out to people in the media in the first place?

The truth is, getting publicity is a lot easier than you think. But there is an art to building relationships with the brilliant people who run your favorite blogs and produce your favorite podcasts. These three strategies will get you started.

Tip #1: Remember, Everyone Loves a Compliment

Connect with people at your favorite media outlets on social media, like LinkedIn, Twitter, Instagram, and Facebook. Then pay attention to their posts. When you see really good content from them—maybe a story they've written that they're proud of, or a segment they've produced that dovetails with your business—like it, comment on it, or share it while tagging them.

You'll be able to stay on top of the specific types of topics that are important to that individual, get a sense of the voice of the publication and get noticed for noticing them. When you do pitch them, it'll be a smarter pitch and your name may ring a bell.

Tip #2: Lend a Hand When You Can

Now that you're following them, notice when they ask for help. You might see a post where a writer or producer is looking for a source... who is not you. Don't delete it. Be the rock star who saves their day.

Whether they need a great finance person (when you're a nutrition coach) or they're trying to find the best steakhouse for takeout in Chicago (when you're a vegetarian in Los Angeles), take just a minute to think if you can help them. Is there someone in your LinkedIn network who fits the bill? Would a quick email to a friend turn up a potential lead? They'll remember that you helped them—or you can remind them that you did—in the future.

YOU MIGHT SEE A POST WHERE A WRITER OR PRODUCER IS LOOKING FOR A SOURCE...WHO IS NOT YOU. DON'T DELETE IT. BE THE ROCK STAR WHO SAVES THEIR DAY.

Tip #3: Pitch Them Regularly

Stay on an editor or producer's radar by emailing them ideas every other month or so. Now that you have a better sense of their outlet, you will be able to craft pitches that are perfectly suited for it. Regular pitching shows you've got a sustained interest in contributing to the outlet and are willing to do the work to make that happen.

By the way, people in the media love to be one step ahead of the next "Big Story." If you know what the next Paleo Diet is going to be or can see an employment trend coming in the next few months, give this editor, writer, or producer a heads up. You'll make it a lot easier for them to beat out their competition on timely stories. What's more, you'll show them that you have your finger on the pulse of their beat and are a good source to return to... again and again.

Selena Soo is a publicity and marketing strategist for visionary entrepreneurs, experts, and authors who want to reach millions with their message.

THE **FIRST THING** YOU MUST DO BEFORE YOU CAN **TRANSFORM YOUR BODY AND HEALTH**



By Russ Yeager, Physique Transformation Expert

Many people sabotage their efforts to get the body, health, and energy they want before they even get started because of different false beliefs. For example, one of the biggest false beliefs I hear on a regular basis is “I’m too old to do that.” Many in their 40s, 50s, 60s and beyond “incorrectly” believe that they are too old to make an incredible physique and health transformation. While it may take longer and likely will require different strategies than for someone in their 20s or 30s, it is **100% possible**.

My team and I have helped thousands of women and men of all ages, including many over 50 years old, to achieve life-changing transformations over the past 20 years so I know it is true.

It is, indeed, possible for anyone to make a physique transformation at any age; however, before you jump into a plan the first thing you **MUST** do is **BELIEVE** it is possible for you to do it.

I can’t emphasize how important this (often overlooked or skipped) step is, and here is the reason. If you don’t believe it with 100% certainty then you are not going to put in 100% effort because you won’t believe it is going to work, at least not wholeheartedly. And, if you don’t put in the effort, you won’t get the results you want, which will reinforce that it’s not possible. See how that works?

However, if you believe 100% that you can achieve your goals then you will be excited to put in the effort, will experience the results you are wanting, which will then reinforce that you can do it, which reinforces your actions.

You literally can create a circle of either achievement and positive belief, or a circle of impossibility. So, how can you get yourself to believe it?

I would first look for examples where people in your similar situation or a similar age have achieved results similar to what you want to achieve. If you can find someone like this, then you now know it’s possible. If you can find multiple

IT IS, INDEED, POSSIBLE FOR ANYONE TO MAKE A PHYSIQUE TRANSFORMATION AT ANY AGE; HOWEVER, BEFORE YOU JUMP INTO A PLAN THE FIRST THING YOU MUST DO IS BELIEVE IT IS POSSIBLE FOR YOU TO DO IT.

people like this then you should know with 100% certainty that you can achieve it!

Like I said, I have seen literally thousands of awesome transformations with our clients from age 13 to 93, many who believed they were cursed with “bad genetics,” or who had failed over and over again, or who had suffered significant injuries or were dealing with serious health conditions. If it’s possible for them, then it is possible for you!

You can achieve amazing things at any age, regardless of the challenges you face or how many times you have tried in the past. It takes inspiration, strategy, execution, and accountability, but first and foremost it takes **BELIEF** in yourself that you can do it so you will take the first step!

I Believe In You!!

Russ owns and operates two private personal training studios in Atlanta, GA, called **Fitness Together**, and is also a **Peak Performance Coach** for men and women in **7 countries**. Russ can be reached by visiting his website <https://www.russyeager.com>.

COACHES CORNER

WHAT IS ONE OF THE WAYS YOU SHOW YOUR CUSTOMERS/MEMBERS LOVE?



KIM WALSH PHILLIPS

My favorite way to recognize our amazing members is when I ask them to share their story to our members via a success panel, interview, or other showcase of their amazingness.



NICK LOISE

I love picking up the phone, sending a quick text, and sending them books that I think they will enjoy. Today more than ever the need to make a human connection is so important.

KELLY LEMAY

We love recognizing our members by giving them a shout out for their accomplishments on our live coaching calls! No matter who you are, it always feels good to be recognized.



JASON TUCKER

I love giving free Starbucks gift cards to our subscribers. I purchase a card and post the barcode in our Facebook group or sometimes in our weekly email. They just scan and enjoy!



CARYN STREAN

By recognizing their wins and accomplishments in our Facebook Groups and through this magazine!



MIMI SHEFFER

I love sending handwritten notes, cards, and direct messages to let people know how important they are.

JESSICA STELLATO

I love showing our members love by calling them personally, interacting with Facebook posts, chatting on our Zoom calls, and I especially love the monthly interviews! I love building relationships with our members and genuinely showing I'm interested in getting to know them better.



LOU & TAMI SANTINI

One of the ways that we show our customers/members love is by responding to them quickly. We try to respond within 4 hours or less during business hours because we want them to know that they are valuable and worthy of our attention.

