

# SUCCESS

## PROFILES MAGAZINE



# Debbie Allen

Why Success Is Easy In Spite Of What You Have Been Told

Five Steps To  
Selling More

*by Ryan C. Lowe*

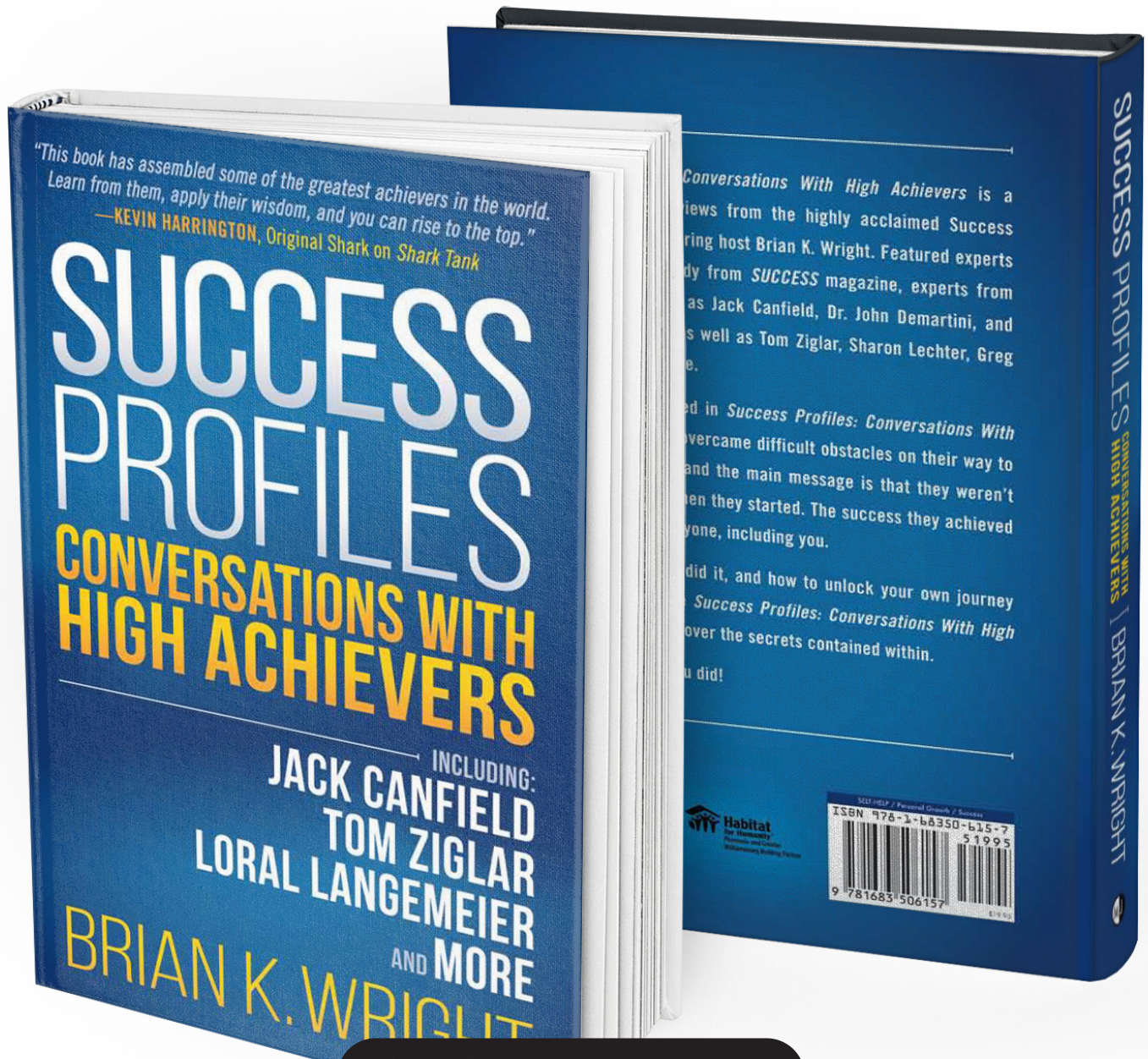
How Emotional Intelligence Can  
Be The Key To Your Success

*by Dan LeFave*



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*Conversations With High Achievers*



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# NOTES FROM THE PUBLISHER

by Brian K. Wright

The holidays are rapidly approaching and the end of the year is almost here! Can you believe how quickly 2019 has gone?

While I believe in expressing gratitude all of the time, this is the perfect opportunity to reflect on all of the wonderful things that have happened this year.

For example, *Success Profiles: Conversations With High Achievers Volume 2* was just released and features some of the best interviews from my radio show *Success Profiles Radio*. You can find that on Amazon.

In addition, the two year anniversary of this magazine will happen in December. Two years! This is amazing, and I am so grateful for you, my faithful readers, for your support of this project which I am so passionate about!

If you have friends who you know should be subscribing, please send them to [www.successprofiles magazine.com](http://www.successprofiles magazine.com) so they can enjoy this magazine every month like you do!

This month's featured guest is Debbie Allen. We discussed a lot of great topics including how she turned a failing company into a multi-million dollar business, landing her dream publisher for her new book *Success Is Easy*, the habits of highly successful people, taking the bold risk of putting on a live event in a country where she had no contacts or list,



and her upcoming Highly Paid Expert event.

Next, Ryan C. Lowe discusses the five steps to selling more. Missing any of these steps can put a hole in your sales process, so this is a valuable contribution.

Then, Dan LeFave tells us why emotional intelligence can be the key to success. He discusses the five cycles of change that we all go through when we want to move toward something better in our lives, and recognition of these steps can encourage us to not give up when things get difficult.

Other articles in this issue include discussions about the effectiveness of offline marketing, improving workplace

communication, identifying your "secret sauce", why speaking is important to your career, why entrepreneurship can be really hard, and much more.

I hope you enjoy reading this as much as I enjoyed putting this together.

Let's dive in!

All the best,

**Brian K. Wright**  
**Publisher, Success Profiles**  
**Magazine**  
**Host, Success Profiles Radio**

# WHY SUCCESS IS EASY IN SPITE OF WHAT YOU HAVE BEEN TOLD

by Brian K. Wright



I had the honor of interviewing Debbie Allen, and we discussed a lot of great topics including how she turned a failing company into a multi-million dollar business, landing her dream publisher for her new book *Success Is Easy*, the habits of highly successful people, taking the bold risk of putting on a live event in a country where she had no contacts or list, and her upcoming Highly Paid Expert event.

**Brian:** Debbie, how are you today?

**Debbie:** Brian, awesome. It's so great to be here with you, especially talking about easy success.

**Brian:** Give us an idea of how you got started because you've had a really wonderful background.

**Debbie:** A lot of things have happened over the years, but I've been an entrepreneur all my life. I have a true entrepreneurial spirit. And that's really why I wanted to write this book, to let people know

that you don't have to know the how, you don't have to have the answers—that success actually can be easy for you, because it's been easy for me. Of course, there are roadblocks along the way, where I never knew how to do anything I ever started. I found it because I believe that it's easier to be successful than it is to fail, because success is just waiting for you everywhere. There's so many opportunities.

**Brian:** You got your start pretty early on by investing in your family's car rental and mini storage businesses. Those are pretty good lucrative industries if you do it right.

**Debbie:** Yes, my dad was really my first mentor in business and I learned a lot from him. I believed that I learned more about what not to do in business than what to do. He would start a new business every six months, like the entrepreneur chasing the next shiny bright object, and he'd throw it in our laps—me and my brother—and say, "OK, run it."

We realized that the ones that he focused on—the car rental and the mini storage businesses—were very successful. Then he started a towing company, camper sales, a car wash—they're so many I can't even name them all of them, Brian. He wanted to start new businesses because that was exciting.

And a lot of entrepreneurs have that feeling. "This is so exciting, I want to start something new," they want that challenge. But, I learned you must be strategic. You must have a laser focus on what you're doing to get that business running successfully. Once you get started, you can grow another income stream, but you really

have to be focused 100% on making that one work first.

**Brian:** Absolutely. And then you purchased a retail business that wasn't doing well and it only took you two years to turn it around to a multi-million company. What did you do to make that happen?

**Debbie:** A lot of people told me I was crazy. I bought a business that lost money for six years. I bought a business with no mentorship or any plan on how to be successful. I just knew I wanted to get out of the family business, sell my shares from that, and do something where I could make 100% of all the decisions. I was also making 100% of all the mistakes, but those were just lessons.

I started looking for somebody to help me. Back then, you couldn't just go to an event to learn. We have all these seminars around us now, and people we can learn from. I couldn't even read a book on how to do it back then.

When I would go to trade shows, I started asking my sales reps, "Who do you know that's a successful retailer? Can I work their trade show booth so I can talk to them?" I was doing whatever I could, way past anybody else. I just thought I'd create my own mastermind here at the trade show booth. And that's what I did. Then I got invited into a group of my first mentors when I was 30. They all had been in the retail business for 15 to 30 years and were very successful. I had six months, no experience, was clueless and not making any money. But they took me under their wings and they allowed me to fly along with them because I was so enthusiastic. They became my first mentors to really grow my



business. I just did everything they told me to.

Success was easy because I had them telling me everything I needed to do, and I implemented as fast as I could and learned marketing from them. I was a sponge to learn, and I got excited because every month, my business kept growing and growing. In a couple of years, I had a second store and it was a \$2.5 million business—my business grew from \$100,000 to \$2.5 million.

I couldn't have done it by myself. Success can be easy if you allow yourself to be coachable, if you listen to successful people, and you implement like a mad person.

**Brian:** What do you think are some of the best ways to create awareness for your business?

**Debbie:** When I wrote the book *Confessions of Shameless Self Promoters* many years ago, I kept hearing people say to me, "I don't have a big marketing budget." And I'd say, "You have you. You can

toot your own horn. You can learn to be shameless and put yourself out there. Do whatever you've got to do." And that's how the idea of the book came about.

It was very successful, but I put it on a shelf and said, "Okay, I already did that." and when this new book came out, it had "shameless" in the subtitle of the book. It wasn't the first word, but when *Entrepreneur Magazine* grabbed a hold of it, they put it in the front of the title. When they showed me the new title, it read "*Shameless, No-Nonsense Strategies To Win In Business.*" They loved the idea of "shameless", so I brought it back.

A lot of people don't feel comfortable with it, but the thing is, I teach you how to be shameless in a way that supports other people versus being shameful—promoting yourself only to win for yourself. If you want to win in business, you need to share your success with other people. If you want to be successful, you've got to toot your horn and let people know what

you're doing because if you don't, you're not going to get business.

How I got business was to do more than the average person. I wasn't going to give up. I became this scrappy little entrepreneur that had to get a little shameless, outrageous, and creative.

A good example of that was when I was leaving to go do a photo shoot for the book cover recently. I had a Superwoman cape in one hand and a neck tie in the other, and my husband said, "Where are you going?" I said, "I'm going to do a photo shoot." He said, "With a cape?" And I said, "I don't know how this is going to work out, but I'm going to put a Superwoman cape on and see if we get a good shot." Well, that shot was it. And now it's even on the cover of your magazine!

**Brian:** How did you go from self-publishing your first couple of books to landing a New York book agent and some major publishers? That's a huge step.

**Debbie:** That's a really good



## *Debbie Allen's* **Highly Paid Expert Workshop**

### **Positioning Your Business Marketing**

question because a lot of people want to know that next thing. And it's really what I teach, to become an expert. For example, I positioned myself effectively and became an expert, and that New York agent found me on a Google search.

A lot of people think they've got to pay and do all sorts of things to get media attention. But I believe that if you are positioned effectively, people are going to find you. When I've tried to do the push and make it work ahead of time, it didn't seem to work as well as when I just allowed it to flow and it really worked. I kept positioning and focusing on putting articles out there, getting seen in different places and becoming Google-able. And that's why the New York agent found me there.

**Brian:** Wow, that's great. So your current book is published by *Entrepreneur Press*, right?

**Debbie:** Correct, and *Entrepreneur Press* is my absolute dream publisher. I've had other major publishers, but as a true entrepreneur all my life it's

amazing. I've had an article in *Entrepreneur* before. But a full page showing my book? I have them as my publisher to do all the promotional marketing that they've been doing. They've just been phenomenal to work with.

**Brian:** What is it specifically that is so much better working with them? What has made this experience so special for you?

**Debbie:** Other publishers print your book and get it into bookstores, which is great. But then, that's about all they do. *Entrepreneur Press* owns *Entrepreneur Magazine*. They have 3 million subscribers to the magazine alone, plus they have [www.entrepreneur.com](http://www.entrepreneur.com) which has another 3 million followers.

On their online portal, they showcase all the articles. If you go to [www.entrepreneur.com](http://www.entrepreneur.com), you can sign up for their articles that come every day in your email box., and they're really awesome. I'm also in *Entrepreneur's* Ask An Expert, so they actually promote my business consulting from their magazine. You can go to [www.entrepreneur.com](http://www.entrepreneur.com), go into Ask

An Expert, and you can buy time to be mentored with me.

They want you to have as much exposure as possible because it supports them, and they think like entrepreneurs.

**Brian:** That's awesome.

**Debbie:** They like edgy, they like innovative. When I sent them the picture with the Superwoman cape, they said, "Oh my gosh, this is really great." I thought they were going say, "This is cute, this is fun." Well, *Entrepreneur Press* sent it to the magazine, and then they put the full page ad together with my picture in it. And that's all part of my book deal.

Usually, when they promote the book, they don't use the author's picture. But they loved that it was edgy. And so, it just gave me more expert positioning.

**Brian:** That is absolutely amazing. So here we are, the magic moment. Let's talk about *Success Is Easy*. There are a lot of success books out there in the marketplace—why did you decide to do this?

**Debbie:** It took me a year to come up with this title. I was working with my New York agent and I was trying to write a book proposal for that entire year. She had reached out to me and asked, "Are you ready to write another book?" And then I said, "Why would I write another book? Because you only write a book when you have a business plan."

The plan for this book was to write a more general book to expose it to a bigger market, have more speaking engagements, online courses, all the things that I







wanted at a bigger level. And so, I kept trying to think of different titles that would fit this plan. I would send titles to her and she would turn them down and say, "It's not edgy enough. It's not this, it's not that." And she did this for months on end. I was getting really discouraged.

But I'm so glad she did that because when I finally came up with the book title, the timing was just magical. I woke up from a dream and said, "*Success Is Easy*. I believe success is easy." I've really never had a plan. I had every excuse to actually fail—but I didn't.

I woke up and I shared the title with my husband. Well, he didn't like any title I had for a year. But he said, "That's really good." So I thought, "Okay, he's my worst critic, but my best fan. I'm on to something here."

Then around the same time I shared it with somebody else who was actually working with *Entrepreneur*, and he opened the door for me. So I didn't even go with my agent. I went straight to *Entrepreneur* and I sold it on the very first call.

**Brian:** That's fantastic. So your book is called *Success Is Easy*, but yet a lot of people think that success is really hard. Why do you think that is?

**Debbie:** It's a falsehood. It's a belief system that they've been told to believe all their lives. And I believe that we've been lied to. If you believe that you want success badly enough, you are

going to achieve it. If you've got dream stealers and doomsayers all around you, you've got to move them out of the way and get going. I've had that in my life, but I believed in my vision because it was always bigger than me. It was always about supporting people to be more successful. So you've got to find your passion that you believe in enough to push past all of that negative stuff.

**Brian:** One of the foundations for success is having great habits. What do you think are some of the habits that highly successful people have that others maybe don't?

**Debbie:** One we talked about already was focus. The other was to have a more positive mindset and to get rid of the lame excuse zone. We use words and excuses that don't serve us, and we've got to focus on getting around the right people. That means changing your sphere of influence and moving towards more successful people. You're not going to be successful if you're hanging around with people who aren't successful or who are negative.

One of the first things you can do is change your environment and then start changing your beliefs. Then the next thing is work on developing new skills. Where are you weak? If you're weak in marketing, then learn how to be good at marketing. If you're weak in sales, learn how to be good at sales. They're general business skills you need to learn. And then as you become successful, learn

common business sense. That's something that isn't taught in schools.

**Brian:** Absolutely. Why do you think some people don't handle success very well.

**Debbie:** Well, because they're still fighting it. For some reason, they feel they're not worthy of it. And if you don't feel worthy or valued, then success will be taken from you. Again, that goes back to limiting beliefs. So my first two chapters are about getting out of your own way, building a belief system, and defining your own success. Getting out of your own way is important. You can find your way, then you can start asking for more of what you want.

**Brian:** Shameless self-promotion was the theme of one of your earlier books. How can we learn how to promote what we are doing in the right way without being really obnoxious about it?

**Debbie:** There's a big difference between shameless and shameful self-promotion. Shameless self-promotion is connecting your head and your heart together. It's about finding ways that you can support people in the service of what you do. If it's just being selfish and focusing on yourself, then that's shameful. Focus on how your service or your product is going to support other people, then come from a place of serving others.

**Brian:** That's fantastic. Sometimes people are afraid to ask for help. Certainly you have to ask the person who's capable of helping you, and you have to ask from a heart space.

**Debbie:** Most definitely. I had somebody ask me how I got my

deal with *Entrepreneur Press* and if I would give them my contact. That's not a way to ask. If we don't have a business relationship, why would I just give it to you? If I'm going to share success, I'm going to share that kind of opportunity with somebody that's really connected to me.

And I actually did that. I shared it with a client who paid me a lot of money to work with them on their last book and I helped them build a speaking business.

So I gave them the connection to *Entrepreneur*. I helped them write the title of the book and the front page of the proposal so that they would be interested in it, and they just got accepted for a contract. That's who you're going to help. You've got to do your due diligence with the right people, you don't just ask out of the blue.

**Brian:** What is the biggest risk you've ever taken in business and did it work out for you?

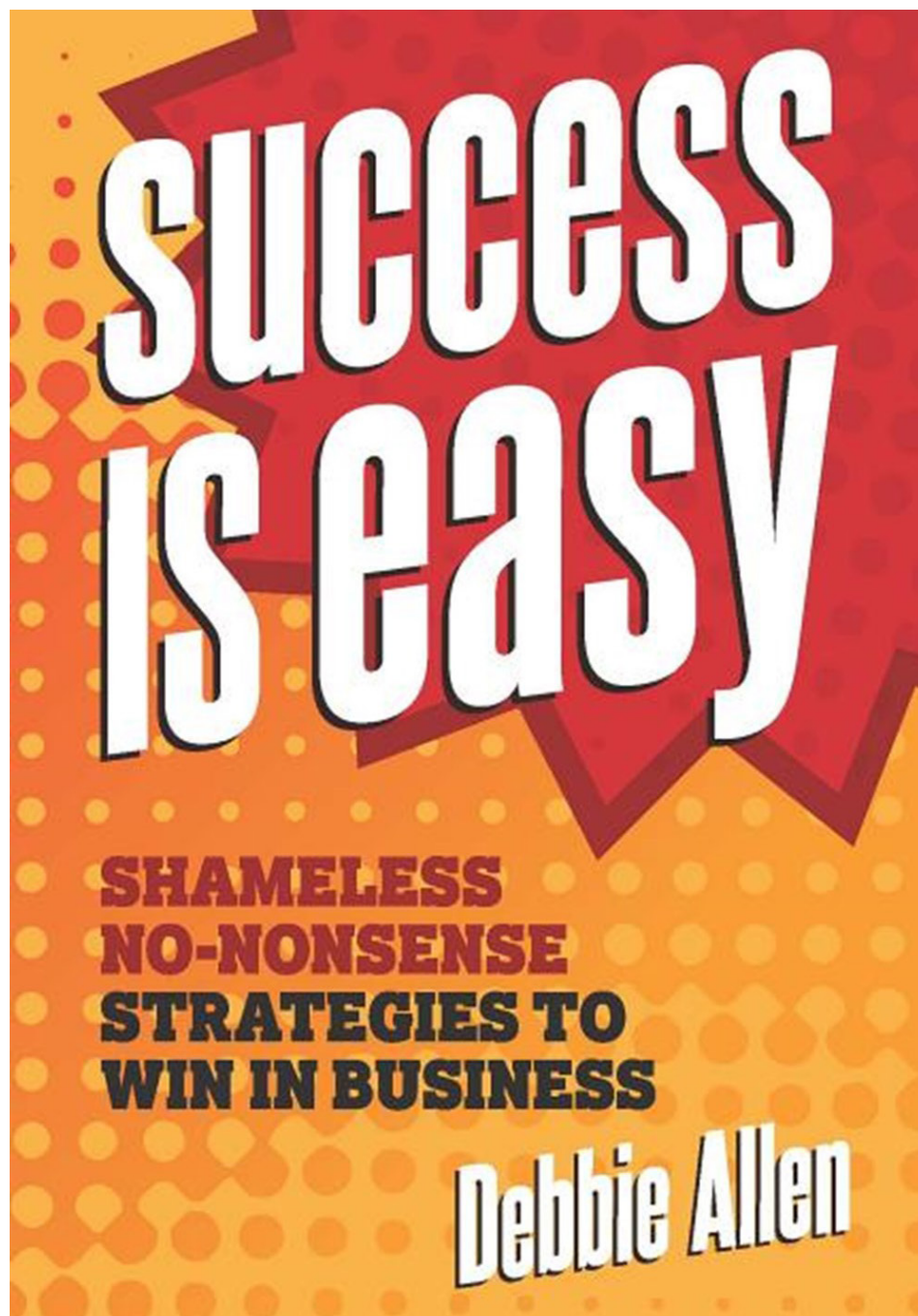
**Debbie:** One of the risks that I talk about in the book is a story that happened when the economy crashed and I started taking my business international. I was going to do an event in another country with no database list, not one person on my email list. I picked New Zealand. It's one of the smallest countries, I went on the internet and I booked a few speaking engagements. I decided I would do some speaking engagements with the right groups and then I'd fill my own seminar.

I had to sign the contract with a hotel for a very expensive meeting room hoping I was going to fill it, and then do a three-week speaking tour in advance.

That was gutsy. It was a scary thing to do, but I thought, "You know what, if I can do this, I can prove to myself that I can do a world tour." And shortly after that, I did it. I was international in 28 countries for four years. But I had to prove it to myself, and if I'm ever going to be teaching somebody how to do this, then I better have proof that I walked my talk.

And as everybody knows, events are hard to fill. When you pick a country you've never been to with no database and you fill a room, that just shows anyone can do it if they have the skill, if they're an expert in something. I'm an expert, I can speak on a topic, and I can fill an event. So if you have that skill or work towards that skill, you can achieve success.

**Brian:** Fantastic. You do live events and you've got one coming up November 21st through the 23rd in Scottsdale, Arizona. It's called *The Highly Paid Expert Workshop*. What can we





**Debbie Allen**  
In the Press  
Seen In ...

**USA  
TODAY**

**THE HOWARD STERN  
SHOW**

**NEW YORK POST**

**Entrepreneur  
MAGAZINE**

**Forbes**

**The  
Washington  
Post**

**PBS**  
nextavenue

**Inc.com**  
The Daily Resource for Entrepreneurs

**Insight**

**INVESTOR'S  
BUSINESS  
DAILY**

**BUSINESS NEWS**  
A guide for startups & small businesses  
**OPEN Forum**

expect from this?

**Debbie:** That's another book I wrote called *The Highly Paid Expert*. I've been teaching people my life's work about how to make money as an expert. Like I said, I traveled to the other side of the world and did an event. You need to make a business the way you want it and position yourself as an expert. I wouldn't have gotten in *Entrepreneur Magazine* if I didn't know positioning. I'm going to teach you how to position your business to get a lot more clients and high level business as the "go to" expert.

**Brian:** What are some of the challenges that come along with putting on a live event?

**Debbie:** People think it's details and who you have speak is the biggest thing. You can always find speakers, and you can always figure out the details. You've got to get it right.

But the biggest thing is filling the seats because my events are three full days. People have to commit to fly to Scottsdale, Arizona, for that length of time. I've got an MC, we have a lot of fun, we learn a ton, and there's a ton of interaction. I have all the right speakers that fit the theme of the event. It all works.

It's frustrating when you go to an event, you hear different speakers and they try and pitch you something. They're just selling and pitching, and it doesn't fit

what you're trying to learn.

And so, I teach a deep dive lesson for people who are serious about learning how to become a highly paid expert and want multiple income streams around that. Those are the people that come. So, of course, it's very high level people. That's why the energy and the opportunity that comes out of this event is amazing. I have some people who have come back 5-6 times.

**Brian:** Wow. That's impressive. How can we learn more and sign up?

**Debbie:** Well, I'm going to give everyone listening to your show a complimentary guest pass, so they don't have to worry about the expense of the event. I'm gifting the ticket. It's a real \$1,900 value. All you have to do is say, "I'm going to come" and then get yourself there. Go to **www.highlypaidexpertworkshop.com/guest** to get your sponsored ticket.

When you get on that page, you're going to see a video of me welcoming you, and then it has a form to fill out. It's going to ask who sponsored you and you must mention that Brian sponsored you so that you can get your ticket and get accepted for no charge at all, and just make the commitment to be there. I would tell you that I will over deliver like you can't even imagine.

I've been doing events for 15 years, and so I know what people want and it's going to be amazing. And you will meet the top level people. That's what you need. You're going to find people who will make opportunities happen for you. It happens every time.

**Brian:** That is *The Highly Paid Expert Workshop*, November 21st through the 23rd in Scottsdale, Arizona. One more time, how can we find you? How can we find your book?

**Debbie:** If you want to learn anything about my expertise, go to [www.debbieallen.com](http://www.debbieallen.com). And then to learn about the book, go to **www.succesiseasybook.com**

**Brian:** Thank you, Debbie, for being here. It was fantastic having you here. I can't wait to do it again.

**Debbie:** Well, we're going to be on stage together soon. I look forward to it.

*Debbie Allen, the "Expert Of Experts" is a business and brand specialist, best-selling author of nine books, a motivational film star and a mentor to business owners around the world. She's an expert strategist in the fields of business growth, marketing and branding. She's also an award-winning entrepreneur who has presented before thousands of people in numerous countries around the world. She has this unique ability to instantly solve any business problem and leverage solutions and marketing trends to earn you authority domination around your brand.*

*With over four decades of business building wisdom, she easily understands the dynamics of making big money in any economy or with any business reinvention. Her new book is called "Success Is Easy".*

# FIVE STEPS TO SELLING MORE

by Ryan C. Lowe



Are you a salesperson who's frustrated each month trying to reach sale quotas? Do you worry that a career in sales might not be a good fit for you? Sales can be frustrating and complicated, or it can be very simple. Now when I say "simple," I don't mean that it is not difficult. Selling is difficult. However, once we take out some of the complications you'll be able to sell more, and hopefully, enjoy doing so.

Take it from me, I have been in sales, and I know the frustrations. I remember when I first got into sales, I thought it was going to be easy. I thought that all I had to do is be a good talker, have a nice smile, knock on doors, and the sales would start coming in. I learned the hard way, after being fired from one of my sales jobs, that success in sales required much more. I learned that it is an art; and, to be great at sales, you have to work on yourself as much as you work on the job.

**First**, you must have a positive attitude. You must begin each sales day with a positive attitude. If you wake up dreading your job and hating what you do, it will be almost impossible to sell anything and your potential customers will see right through you. You must carry yourself in a positive



way, and have the confidence in yourself, product, and the company you work for.

**Second**, develop personal and production goals. The important step to achieving any type of goal is to write it down. If you don't write the goal down, I consider it a wish. You must know what you are aiming for. You can wish for how many sales you will have for the year, or how much money you will make. After writing them down, you must look at them on a daily basis.

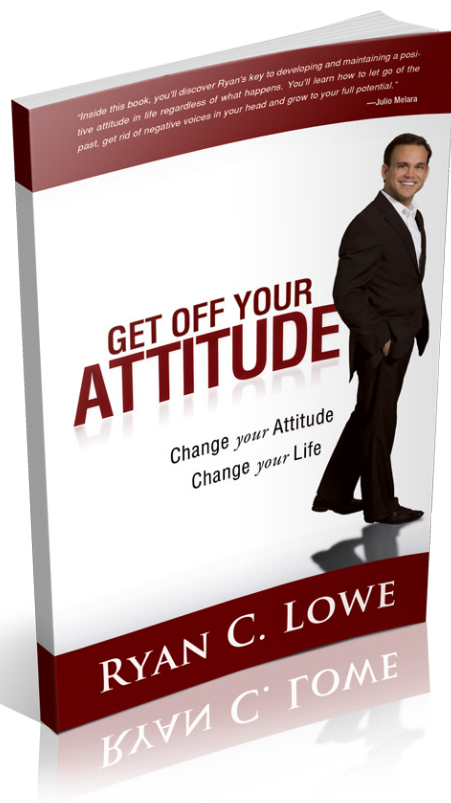
**Third**, prospect. This is the time you must go out and add qualified customers to your inventory. There are several ways to prospect. You can do it the hard way: by going out and cold calling, or you can be smarter about it. Ask the customers you already have, and the people you know, for referrals. Did you catch that last phrase? You not only can ask, but you should ask for referrals. After one of my seminars, a woman once told me that cold calling is a way of God

punishing us for not asking for referrals. I loved that comment! Referrals are the best way to get business.

**Fourth**, know your presentation. Do you know that 76% of all sales people wing their presentation? That is why those same salespeople fail. They don't present their product in a professional manner. They are simply all over the place, the customer gets confused, gets scared and..... doesn't buy! Your goal is to know your presentation backwards and forwards. The only way you can do this is practice. Practice. Practice!

**Fifth**, ask for the sale. The number one reason why sales professionals fail is because they never ask for the business, or they get to the end of their presentation and ask a question such as, "what do you think?" The customer will reply, "Let me think it over." You don't want to ever get that answer. This is perhaps the most important step because this is where you either go back to the





office with a sale or with nothing. Learn several closing techniques and make them part of your presentation. I promise, you will see great results.

If you follow these five ways and build upon them, you will be more confident and be able to sell more. Remember at the end of the day, it's not about you need, it's about the customer's needs. I promise, if you take care of customers needs and serve them with the utmost respect, they will sing your praises and give you more referrals than you know what do with.

*Ryan C. Lowe, The Positivity Pro, is a professional motivational keynote speaker, trainer & the author of the book entitled "Get off Your Attitude." His passion is to work with organizations that want to inspire and motivate their leaders and team members with principles that will help create a positive culture and mindset to achieve excellence. He also shares his key message: success isn't determined by background, experience, or anything else. It's all in your attitude. For more information his speaking and training services please visit [www.ryanclowe.com](http://www.ryanclowe.com) or call 888.669.4011*

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# HOW EMOTIONAL INTELLIGENCE CAN BE THE KEY TO YOUR SUCCESS

*By Dan LeFave*

Research about why humans fail at achieving their goals has been around since the 1970s, but you probably haven't heard about it. There is a ground-breaking study that proved why most people don't even get 25% of their goals completed before quitting.

Plato said, "Know thyself", and he was right. If we understand our patterns and biases, we can overcome our natural tendency to be comfortable and realize our goals. The system that solves why we fail at our goals is called the emotional cycle of change (ECOC). The ECOC was discovered and created by Don Kelly and Daryl Connor.

They recognized common patterns that we go through whenever we begin working towards a new goal. We all go through the same cycle every single time we try doing something new and outside of our comfort zone.

There are only five stages to the cycle, yet most people don't get past stage two or three. All of us begin our journey on this cycle with a newfound excitement for the goal that we want to achieve. Whether it's losing weight or starting a new business, we all start with uninformed optimism.

We imagine all the benefits of our goal before we have experienced any of the costs. This stage is fun and exciting because we only see the good things to come



and none of the downsides. The goal exists in your mind as you visualize the new level of results you desire.

Maybe somebody planted a seed inside of you like Bob Proctor did with me 8 years ago. He thought that I would make a great business coach, and he planted in my mind. He was right! And now I am creating online courses and helping entrepreneurs grow and scale their businesses around the world.

Unfortunately, this stage doesn't last very long. As you realize what it takes to make the change, your positive attitude can fade fast. When that happens, you drop down into stage two, informed pessimism. We are not aware of how to make the change, so guess what? We start going

downhill because of fear and doubt.

This stage is a negative emotional state where the benefits don't seem so real anymore. The costs of change become clear and your goal suddenly doesn't appear important or immediate. You start to question whether the change you want to make is worth the effort. You begin to find reasons for giving up and quitting.

The third stage is where things can get worse, which is why it is called the valley of despair. At this point, we start to feel the pain of change and minimize the benefits. We become so uncomfortable that we are willing to go back to the way we used to be. After all, we rationalize that it wasn't so bad before. This is when we start to feel the weight



of our considerations, fears, and perceived roadblocks.

We need to realize that we are stuck in our comfort zone. It's the little box we stay inside all the time. If you don't get outside of the comfort zone, you don't get to see what it's like outside the box. So, we get stuck in our comfort zone and we don't do anything. Then years go by and we regret it. The number one regret that people in hospice have is dying without doing the things they desired.

If you quit in the valley of despair, you go right back to stage one, which is a lot more appealing than being in the valley.

We mustn't begin the process of changing before creating a compelling vision. We all have had times when we wanted something so badly that we were willing to pay almost any price to get it. Maybe it was your first home, maybe it was starting your first business, or maybe it was pursuing your purpose in life. Whatever it was, you wanted it badly enough that you willingly paid the price of your own comfort to get it.

The fourth stage is informed optimism. You have a greater likelihood of succeeding at this stage because you have climbed back to the positive emotional phase of the cycle. This is where you start to see evidence of your actions. This is where the cost of change begins wearing down because of the new thoughts and actions you have been practicing. The important thing is that you continue to persist and don't stop!

In the fifth and final stage, success and fulfillment, the evidence that you have created with your new

behaviors are fully experienced. The cost of change is virtually gone. The actions that you had to take to get out of your comfort zone at the beginning that were difficult, have now become normal.

Each time you complete the cycle, you're not only expanding your capacity, but you also increase your confidence. Once you have built the mental and emotional muscles you need to complete the cycle, you can move onto the next change with greater assurance of success.

*Daniel is the #1 Best-selling Author of Live the Life of Your Dreams - How To Stop Working Insane Hours And Start Living An Awesome Life.*

*He has helped build and grow multi-million-dollar businesses. Seasoned entrepreneurs are his sweet spot. Daniel is the no excuse "prepare for success" business coach and is passionate about helping business owners get laser-focused and targeted so that they achieve their goals faster and easier. He helps entrepreneurs align their mindset with their goals and guides them to achieve them faster and easier by identifying and removing the mental barriers that are causing the problem and creating a roadmap for success. Daniel's clients enjoy more success, peacefulness, greater mental acuity, greater focus, and overall a huge uptake in productivity, success, and income.*

*Visit him at [www.danlefave.com](http://www.danlefave.com)*

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# HAVE YOU FORGOTTEN ABOUT THE REAL WORLD?

By Lonnie Robinson



We get so laser focused on how we can get favorable results with our online marketing efforts, we sometimes forget about all the offline marketing and advertising options that still work.

Yep, they still work.

Today, I want to share with you 7 offline marketing ideas you can use to take your online business to higher heights.

## Strategy #1 - Word Of Mouth

Tell everyone you know about your business. Get the word out to your friends, family, and colleagues. They will be excited to know more about your venture, and you will be amazed at how they will support you.

## Strategy #2 - Create Flyers

This one works wonders for me. Create a flyer about your business and distribute them everywhere. Be sure to put your website link

on there and encourage them visit your link for more information. It would be a good idea to create a separate web page for your visitors who saw your flyer and include a bonus or some other form of acknowledgment that shows your appreciation for their time.

## Strategy #3 - Newspaper And Radio Ads

I know what you're thinking, but trust me when I tell you that they still work. Newspaper and radio advertising is not as expensive as it used to be. As a matter of fact, you could probably visit your local radio station and tell them about your online venture and how it could dramatically help their listeners and request to have a segment on their broadcast. Radio DJs are always looking for community stuff to add to their lineup, especially if it is something that could benefit their listeners.

## Strategy #4 - Business Cards

A lot of people drop the ball on this one. Make sure you include your website address on your card. You want to encourage them to visit your website by including a phrase like, "To learn more about my business and how you can Yada Yada Yada, visit (www.your.domain.name.goes.here.com). Another thing that works for me is, I put a label on the back of my card offering something free if they sign up for my online, newsletter, training, etc.

## Strategy #5 - Automobile Magnets

I'm taking about car magnets, truck magnets, and bumper stickers. Find a local business or online business that will create these for you. They aren't expensive at all and can drive a lot of traffic to your website. You want to know why you see local services companies advertising on their vehicles? Uhh, because it







works!

### Strategy #6 - Clothing And Accessories

Get clothing, caps, keychains, etc. made with your company name, domain name, and slogan on them. Not only should you proudly wear your own branded stuff, you should also encourage your family, friends, and clients to do so.

### Strategy #7 - Partner With Local Businesses

Find local businesses in your niche that get a lot of traffic, especially the kind of traffic that would be interested in your products and services and could eventually become your online customers. Create joint venture

partnerships. When they refer their clients to your business and they make a purchase, you can give them a commission.

Give these a try and let me know how they work for you. Using these ideas can make a difference to your bottom line.

*Lonnie is a "Make More Sales" strategist. He designs profit pulling marketing systems that transforms traffic into prospects, prospects into customers and customers into raving fans.*

*For years, Lonnie has been working quietly behind the scenes as the "secret weapon" for some of the world's top internet business owners, coaching and building income machines for their clients.*

*Lonnie would like to share his "Think and Grow Rich" audio series as a bonus to subscribers of Success Profiles Magazine.*

*You can access it here:  
<https://thinkandgrowrich.vip>*

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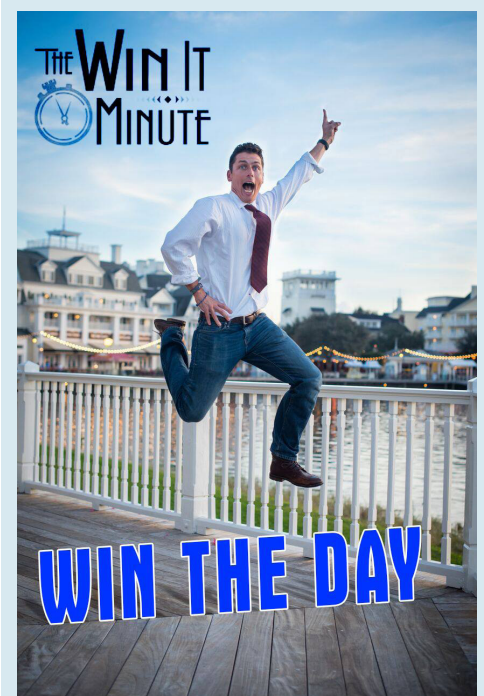
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# HOW TO IMPROVE WORKPLACE COMMUNICATION

*by Chris Salem*

Effective communication in the workplace is what separates high performing companies from the rest. A company that has strong relationships established at its foundation not only drastically reduces employee turnover but dramatically increases production and efficiency.

Despite this fact, even companies in good standing still struggle from time to time with proper communication. When not handled correctly, this can lead to misunderstandings and conflict that reduce productivity and employee morale. Here are some steps you can take today to start improving communication in your organization.

## Focus On Your Employees First

According to the American Psychological Association, nearly one quarter of employees do not trust their employer. Employees



respond to leadership that they can trust. Focus on putting your people first by listening to them and developing their skills. This works to build that trust. Employees are more likely to communicate better and give their best work when you show genuine interest in them. This means empathizing with their roadblocks or dilemmas, and following through on the ways you say you will help. Establishing rapport with your employees leads to better communication. This yields gains across any organization, such as an increase

in productivity, efficiency, and revenue.

## Set Specific Times To Share With One Another

Proper communication is not once in a while. It has to be part of a company's big plan to bring continuous value to its industry which starts with employees. It also has to be consistent. Setting certain times during the week to touch base can make all the difference in your business. You will learn more about the inner workings of what is going on in the office to offset any potential conflict or misunderstandings. Leaders of organizations who are proactive lead with this as top of their list.

It is important as the leader to listen well and not to judge. Always be the example for your employees to follow as this builds respect and trust, not only with the leader, but everyone in the organization. Take time to listen, and be mindful how you communicate with people. Companies that put workplace





communication at the top of the list lead by example, and setting times to communicate and listen are mandatory.

### **Learn To Leverage People's Strengths**

This is a process and does not happen overnight. It takes time to assess your staff's strengths and weaknesses. However, companies that value workplace communication high on their list will be able to determine this sooner than others that place less emphasis. Learning to leverage people's strengths allows companies to place people in situations or tasks that more likely will lead to success. This is where the focus on listening and observation upfront can pay dividends in the long run.

There's also the personality type route with Strength Finder being a great resource. All of a sudden, it might make sense that

you're motivated by competition and focus, whereas your other teammate does best with input and ideation. By understanding each other's strengths and weaknesses, it's easier to have effective communication in the workplace.

### **Establish The Foundation Of Transparency In The Workplace**

Organizations that play at another level are always transparent from the top down with their workflows. Everyone knows the bigger picture and vision for the company. In addition, they know each other's roles and how it will all work together. It is important to organize a clear walk-through by using Excel Spreadsheets, so all your team members are on the same page and not frustrated by miscommunications.

The steps above are just a few of many to follow and implement toward taking your organization

to another level. It requires strategy and proper planning, but most important, always being consistent with it.

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book is critical to growing your business.**

*Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)*

*Christopher Salem is a life and business strategist, keynote speaker, award-winning author, certified mindset expert, radio show host, and wellness advocate. His weekly radio show "Sustainable Success" is part of the Voice America Influencers Channel.*

*Learn more and connect with Chris at [www.ChristopherSalem.com](http://www.ChristopherSalem.com) as well as [www.efamoveement.org](http://www.efamoveement.org). You can also email him at [chris@christophersalem.com](mailto:chris@christophersalem.com)*



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# SEE IT. GLUE IT. DO IT.

By Steve Gamlin



On the surface, that has got to be the simplest, flimsiest definition of Visualization ever.

I'll explain.

I am a Vision Board guy.

I am chuckling as I recall the day someone called to hire me for an event, asking:

**"You're 'the' Vision Board Guy, right?"**

"Yes I am", I replied.

I truly dig that title.

There are many iterations of Vision Board training out there, and I am not here to bash any of them.

Do they all go into the depth of training that my Program (Engaging Your WHY/Vision Board Mastery) does?

From my own personal

experience, no.

For those who prefer a simplified key to unlock the process of goal achievement through the assembly of a Vision Board, here it is:

## 1. SEE IT

Whatever your goal may be, identify it in such a way that you can 'see it' with your eyes closed. Dial it in. Focus. So many of us walk around with a blurry view of our own futures, settling for an attitude of "I'll see it better when it gets closer, I guess."

If you want to succeed, get your eyes checked. If you've ever had an eye exam, you'll know what I mean. When you can only read the top row of fat letters with your uncovered eyes, you see what pretty much everyone else can see. But, when you allow the optometrist to help you dial in and focus, you'll see minute detail you never knew was there. You can see farther, more clearly, and with vivid detail.

This is the type of vision you need to create your own future versus waiting until it's sitting in your top row.

## 2. GLUE IT

When you can see it in your head, take a snapshot. Or find one. Or draw one. Dig deep in your imagination and use the vast array of options out there to find (or create) the exact thing you see. HINT: The internet is a great start. So is your own camera, as well as your imagination.

Keep these images where you can see them daily. Allow others



to see them. Think of it like a plant. When you bring it into the light and allow others to care for it as well, the roots get stronger and it can bloom bigger and more brightly. Keep it shut away in the dark, what happens? Wither and die.

## 3. DO IT

Do you realize how many times I've heard people tell me: "Ummmm, yeah. I made a Vision Board once...and nothing happened!" What these people are forgetting is how invested they MUST BE in their own future. You can't just sit there on the side of the road and expect the mountains on the horizon to get any closer. You need to be engaged in your life, taking intentional ACTIONS, every day, to get closer to them.

Could it take a while? YES!

Is it worth it? YES!

Consistent action WILL get you closer to pretty much anything: a smaller number on your scale, a better relationship, more positive emotions, a more rewarding career, etc.

What are YOU willing to do, today, to get closer to just ONE goal, hope, or dream in your life?





As I said at the opening, this 3-step process is super-simplified...but it is accurate.

As my awesome clients and attendees will attest, I dig out the backhoe in my Vision Board Mastery live events and audio training program and go DEEP, DEEPER and DEEPEST to find the real gold.

Want to have a conversation to discuss how you can improve your 'vision' for your unique future?

Here's how easy it can be: visit [www.SteveChats.com](http://www.SteveChats.com) and pick the best available time and date

to fit your schedule.

This time together will help to show you how my approach can shift your eyes from the Up-Close-Top-Row to what you truly want to see in your future...right down there in the deeper rows of detail.

### How do I know it works?

Because "I" saw it, more than a decade ago when I began creating them for myself, putting the first of many Vision Boards where I could be exposed to it every single day.

It was hanging on my office wall.

It was the wallpaper on both of my laptops, my recording studio computer, and my phone.

There was a printed copy of it above the visor in my car, where I could connect with it quickly before I entered building for critical business meetings.

As a result, I took consistent action, surrounded myself with the right people and resources,

observed my results, kept raising my game...and here we are.

How can YOU enjoy these results in your life?

See it, Glue it, DO IT...is the appetizer.

The Main Course is in the kitchen, cooking to perfection.

And it smells delicious, because I spent many years perfecting my recipe.

Come on in, this is your open invitation.

The "Engaging Your WHY/ Vision Board Mastery" program, with FREE Masterclass, is now available at **MotivationalFirewood.com!**

*Now in his 15th year as The Motivational Firewood™ Guy, Steve Gamlin shares his back-to-basics blend of positivity and humor with corporate and conference audiences around the country. Drawing from a decade in the radio industry, 7 years of stand-up comedy and his lifelong personal development journey, Steve shares 'real' messages for 'real' people, and recently launched his "Engaging Your Why / Vision Board Mastery" learning program at [www.MotivationalFirewood.com](http://www.MotivationalFirewood.com).*



# DO YOU KNOW YOUR SECRET SAUCE AND HOW TO USE IT?

By Coach Jim 'The Game Changer' Johnson



## What makes you unique will give you that competitive edge to win over your peers!

Are you that one who is always trying to fit in, blend, or be like the others in order to excel? Have you ever considered it was your own uniqueness that impressed your superiors originally? Has what made you outshine your peers started to dim under your efforts to blend? Now, the person your leadership was counting on to be their shining star is dull because you have in your mind that you need to fit in with your peers.

The funny thing is, when so many are trying so hard to be like those they admire, they miss the rewards they could receive had they remained true to themselves. Following in the footsteps so closely to your mentors may even have you mimicking their flaws. Why ignore what makes your footsteps unique when it is a special path designed to lead you to your success? The trouble with completely following someone

else is that you will also step on their landmines, copying their mistakes instead of learning from them. You can be a trailblazer in your own right when you are thankful for what sets you apart. Sharpen your set of skills and use them to give you that competitive edge.

## What Sets You Apart?

Recognize your strengths and be thankful for your extraordinary gifts. Once a year, America celebrates a day of giving thanks. Every family has that one thing that the others all look forward to, whether it's Grandma's pie, Dad's cookout, or even something as simple as hot sauce on everything.

You also have that one special thing that your team members count on you bringing to the table to make the team a champion. There is a set of unique skills that consistently make up your professional secret sauce. Celebrate your secret sauce—your special talents—that make your team always look to you to land a big project, and even the little ones too. One of the many reasons why America became the great country it is despite its size is because of our human spirit and the will to celebrate our unique strengths that make up America.

Likewise, you don't have to be the biggest to be the best. America is certainly not the biggest when compared to the land mass of other countries. However, America has moxie! What this means is that she does not allow the land mass to determine her strength. Despite her many setbacks and trials throughout the centuries, America's extraordinary gift is her fighting spirit.

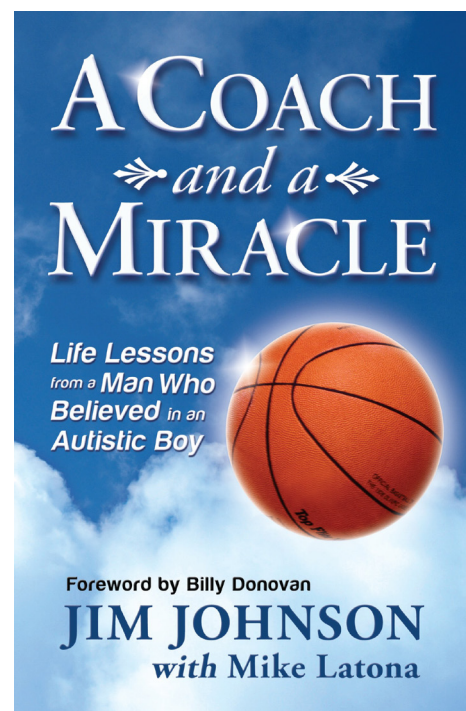
What is your extraordinary gift?

Take some time to take inventory. One tip is knowing that your extraordinary gifts are your set of skills that come to you with ease.

## Safeguard Your "Secret Sauce"

Have you ever confided in someone you respect about your dreams, your goals, and your vision only for them to shut you down with uncertainty? They drown you out with complete negativity by explaining all the reasons why your dreams would not come to fruition. The reality of it is, they were disclosing to you their inner secrets as to why they were unsuccessful or uninterested in overcoming their personal challenges.

When your most respected professional mentor started pointing out obstacles, saying you don't have enough experience, not enough time on the job, your education is lacking... They may present you with all the negative reasons in a warm, compassionate delivery. If you are not careful, you receive what they are saying because it's coming from someone you trust. Then you







begin to believe it could never happen for you. Plus, you begin to rationalize why it would not happen in your life.

You need to retune your hearing and crush out the negativity. Take a step back and take a stand to declare positivity. Be thankful for what is in you that makes you unique, then safeguard it. It's similar to the way top chefs safeguard their personalized secret sauce in their most popular recipes. In fact, Bush's Baked Beans has built a complete marketing strategy around safeguarding their secret sauce.

### **"Level Up" And Win Over The Rest**

One of the many keys to leveling up is to use your personal extraordinary gifts to overcome obstacles in your life that are between you and your success.

Every time you conquer an obstacle you gain a set of new skills to help you conquer your next obstacle. Drew Drechsel, the titleholder to "2019 American Ninja Warrior Champion", found his success after conquering multiple health issues and years of missed opportunities. He utilized what he learned on his journey to sharpen his skillset and ultimately win over his personal life obstacles, completing all stages in a series of the game obstacles leading him to a purse of \$1 million. Now that was truly leveling up!

*Coach knew from the moment he met Jason, a boy with autism and a love for basketball, that with the right mentoring and encouragement something special would happen, and it did! The miracle game was against Spencerport, a bitter rival, and with four minutes left in the last period, Coach Johnson felt it in his gut, now is the right time to allow Jason to experience his dream of playing high school basketball. Coach stepped up and signaled the officials to sub in Jason McElwain. The rest is history from appearing on the Oprah Show to ESPN Highlights; people everywhere are still capture by this miracle story. How one leader's decision to spearhead creating an opportunity for a boy with Autism to live a moment of his dream led to the fans rushed from the bleachers onto the court, lifting Jason up in celebration, and ultimately changing his life.*

*Coach "The Gamer Changer" Johnson changed the direction of Jason McElwain's life as Jason went on to receiving an ESPY Award for the best moment in sports history, an exclusive meeting with President George W. Bush, and running in the Boston Marathon.*

*Today, Coach "The Gamer Changer" Johnson's is a sought-after Motivational Speaker best known for not only that amazing story and his remarkable journey with Jason, but the valuable leadership and team building lessons drawn from that journey. For more information on Coach Jim "The Game Changer" Johnson, or inquires for booking Coach visit his website at [www.coachjimjohnson.com](http://www.coachjimjohnson.com). He has an entire team ready to take care of all your booking needs to make you the star of your next event.*

### **TALK WITH COACH LIVE!**

*You are welcome to accept Coach's personal invitation to his FREE quarterly webinar just by signing up to his newsletter at [www.coachjimjohnson.com](http://www.coachjimjohnson.com). Take your leadership game a step further in this FREE NEVER HEARD BEFORE Webinar from Coach's inside tips to building a winning teams in your organization. Giving you the keys to successfully recruit, retain, and grow your team strong!*

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book is critical to growing your business.**

*Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)*

# 5 WAYS TO OVERCOME YOUR DREAM KILLER!!!

by Dr. Onika Shirley



It's time to assassinate procrastination!

Procrastination can literally prevent you from living the life of your dreams. Too often, delays has been responsible for missed opportunities. It's time once and for all to face the dream killer and put it to rest. Successful individuals know what they want, and they take consistent actions towards it. They focus on the projects that will lead to the results they are seeking. They realize that they must continuously improve their abilities while maintaining their drive. Their abundant minds create emotional states, inspiration, motivation, and hope that leads them to success. Their mindset elevates them towards habits and consistent actions that produce their desired outcome.

Consistency is key. You must be willing to not only take action, you have to be willing and tough enough to assassinate procrastination even when things

aren't looking good.

## What is procrastination?

Procrastination can be wrapped in a nice package or it can be put in a nutshell. Procrastination in a nice package looks and sounds really good. You tell yourself, "I will surely get to it tomorrow and I still have time. Tomorrow, tomorrow, tomorrow I will get to it".

Once it's finally completed, it's not all that nice because it was done at the last minute with not much thought or effort, but it is done. In a nutshell, procrastination is putting off today for tomorrow. You continue to delay and postpone that thing you don't want to do. It is putting off now for later. It is simply putting off the task you don't want to do for a task that seems to be more enjoyable.

## 5 Ways to Overcome Procrastinating and Thrive in your Business

### Believe You Will Succeed

What you tell yourself will determine what you will actually do. Our actions are consistent with our beliefs. If you believe you will succeed in your desired business, you will take effective actions that move you closer to your goal. You take one step at a time and evaluate the most promising way up to the next level. You persevere through failures and setbacks because you are certain that you're heading in the right direction and will continue towards success. When you change your perception, you will thrive in your life.

## Overcome One Setback At A Time

Mentally attaching to an outcome too soon can put a lot of pressure on you. You must embrace the process of success and have some level of expected delays in mind. If there are no setbacks, that's great, but you are prepared and won't be caught off guard. Setbacks may come, but when they do, don't allow them to be a setup for permanent failure. You must look at incremental progress and growth. This will help you during the times of delays. Strategically move the process and don't allow one setback to cause you to procrastinate on the next step. When you fall get up, keep pressing, and eventually you will reach the levels of your dreams.

## Stop Waiting Until You're "In The Mood" Before You Take Action

Getting in the mood may never happen. You already know the business you want and the quality of life you want to live. You have done the research and know what needs to be done to thrive in your business. Now, you have to take consistent action toward the attainment of your goals whether you feel like it or not. It's not about the feeling of success, but it has everything to do with the value of it. How will it make you feel? Focus on the mood you will have when your business is thriving beyond your initial belief.

## Have Someone Hold You Accountable

Accountability is one of the best methods for ending procrastination. You're much more likely to get a task done





if there's someone holding you accountable. Your partner will know your plan, and together you can seek clarity and focus. You will no longer feel overwhelmed, and you will wake up and operate with deliberate intention. Your partner will check in on you to make sure you're on track. Do you have an accountability partner? If not, seek one.

### Stop The All-Or-Nothing Thinking

Negativity will rob you of your success. Stop telling yourself that if you can't do something flawlessly you might as well not do it at all. Action with flaws are better than flawless inaction. This type of thinking is an excuse to procrastinate. Procrastination can cause you to miss an opportunity of a lifetime, so it is vital for you to pick up your feet and take the actions necessary to live the dream life you desire. The path may not be easy, but it is worth it.

If we want to thrive in life and business, we have some choices to make. One thing I tell myself is if it's not productive, value added, or making any money, I don't have time for it. In this day and time, we have to prioritize what's really important.

What actions can we take to make an impact in the world? What things can we eliminate that are dream killers versus dream builders? What habits do we need to break? Where do I want to be? What I am willing to do to get there?

These are some of the questions you should ask yourself, and not just ask the question, but commit to taking massive action. Remember when you take massive productive action, it will change the trajectory of your life and your business. Combat procrastination by taking a dose of action and truly live the life of your dreams. I honestly believe when

we take consistent small steps, it will take us right where we are trying to go. The race is not given to the swift, but to those who endure.

*Dr. Onika L. Shirley, the founder and CEO of Action Speaks Volume, Inc. is an International Confidence and Procrastination Coach and Motivational Speaker. She is a Christian Counselor. She is the former President of the Greater Memphis Chapter of NAPW for almost 5 years.*

*Dr. O is the Founder and Director of Action Speaks Volume Orphanage Home in India and Founder and Director of Action Speaks Volume Sewing School in Pakistan. She is a 10 times author, master storyteller, Radio host of Action Takers Walking by Faith Live radio broadcast, and serial entrepreneur.*

*Dr. O is also a mother and proud grandmother to baby Aubrey which is her everything. Of all things Dr. O does, she is most proud of her profound faith in Christ and her opportunity to serve the body of Christ.*

*You can email her at [actionspeaksvolume@gmail.com](mailto:actionspeaksvolume@gmail.com), or you can learn more at <http://actionspeaksvolume.com/> Her phone is 870-714-1766.*

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book is critical to growing your business.**

*Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)*

# WHY IS ENTREPRENEURSHIP SO HARD??

by Jay Fiset



You might question the subject of this article if you spend 5 minutes on Facebook reading and seeing images and stories of entrepreneurs being so joyful, profitable, and living an easy life while they hang out on the beach in Hawaii, helicopter to a yacht in the Mediterranean, or frolicking in the surf with their sexy partner.

These two things don't add up. So I want to do a quick reality check:

***80% of entrepreneurs starting a business fail within the first 18 months.***

***30% of entrepreneurs suffer from depression compared to 7% of the general population.***

These are just the cold hard facts, and don't get me started about the quality of their primary relationships and the connection with their kids. It's usually non-existent.

"Successful" entrepreneurs are notorious for not being there

and having strained familial relationships. So what the hell is going on?

Clearly, there are many contributing factors but I want to zero in on a few. Entrepreneurs in today's world have been sold a dream that is fundamentally not true.

Some of the traits that make it possible for you to take the leap to become an entrepreneur, things like independence, resourcefulness, willingness to risk... all-powerful and meaningful abilities for entrepreneurs...also have a dark side.

The truth is that for most of us, our greatest weakness is our greatest strength turned up too loud. This is where independence turns into loneliness, resourcefulness turns into making things harder than they need to be, and willingness to risk becomes betting the farm.

So what should an informed and savvy entrepreneur do to increase their odds for success and happiness?

Let's start with the truth.

I believe that the first truth that MUST be told is that entrepreneurship is NOT for everybody. The reality is that many entrepreneurs are simply not cut out to cope with the pressure, inconsistency, and self-motivation that is required to be successful.

The beliefs, traits, and characteristics that make an exceptional employee are not the same as the beliefs, traits, and characteristics that make an exceptional entrepreneur.

That may seem obvious, and yet time and again I encounter a successful employee who believes

that they are ready to tackle entrepreneurship on their own. It's a recipe for failure and disaster.

The failure rate would drop significantly if people who are not equipped for entrepreneurship simply did not start!

Now if you are cut out for entrepreneurship, it is vital to recognize that it is still not a walk in the park and your most powerful business skill is self-awareness, an objective view of yourself.

For most entrepreneurs, their greatest weakness is simply their greatest strength turned up too loud. Entrepreneurs leaning too heavily on their strengths create blindspots that harm their business.

So how does someone become self-aware, leverage their strengths, and counterbalance their weaknesses? It can be easier than you think and yet still far too uncommon.

There are three fundamentals and all of them fall under the category of creating, accepting, and giving support.

## Three Fundamentals for Entrepreneurship Success

**1. Community:** Entrepreneurship is lonely and we all need a tribe of people who get and understand what we are building, as well as the trials and tribulations of pursuing our dreams. In that community, there must be people who are ahead of you who are willing to support you and people behind you that you give a helping hand to. This is a vital component and it creates real relationships

**2. Mentorship & Training:** In addition to peers, we also MUST have an expert, a confidant, someone who has gone before us,



and has created and accomplished what we are doing our best to build. A trusted advisor who can walk us around the landmines, pull us out of the quicksand, and point us in the right direction when we are spinning and our internal compass is not reading correctly.

**3. Technology & Tools:** What is fascinating about the abysmal entrepreneurial stats is that entrepreneurship has never been easier. Seriously, we have the tools, targeting, data, automation that 15 years ago did not exist and are entrepreneurial DREAMS!

We now have more data about our clients for free through Facebook than the big advertising agencies had that cost them millions to acquire not long ago. This includes micro-niching, pay per click, automated webinars, retargeting, affiliate marketing, Joint Ventures, and strategic partnerships.

Your customers are out there, they are declaring their problems on social media and you simply need to get on their radar and solve their problems. It is true that technology can be overwhelming, but again that is where strategic support can make all the difference in the world. This is an ideal topic to lean into your community or rely on the experience of your mentor or coach.

While creating support through community, mentors, and technology are no guarantees that your entrepreneurial venture will succeed, it does stack the odds in your favor in a way that makes doing it alone seem...frankly crazy!

So where do you look for the kind of community that is right for you? There are many of them, but a few examples include:

**1. Mastermind Talks:** A super

exclusive group created by Jayson Gagnard that I'm honored to be a part of.

**2. Entrepreneurs Organization:** (also known as EO) has chapters all over the world and a requirement of 1 Million USD in annual sales for each member.

**3. JVology – The Perfect Mix of People Fun & Profit:** that is dedicated to creating joy and ease through entrepreneurial and joint venture training.

### Takeaways for New Entrepreneurs

Entrepreneurship can be exciting and amazing, and you cannot do it alone. As technology accelerates, human connections are even more important!

For most of us leaping into entrepreneurship, it is going to get worse before it gets better. Do not let unrealistic expectations set you up for failure. Yes, it can be tough but there is a way through. Obtain support before you need it and don't be afraid to ask for help.

*Jay Fiset is a best selling author, student of human nature, avid outdoorsman at 5 star hotels, can see and reflect your life mission in 5 minutes flat, loves having 2 sons so he can play with their toys, still fantasizes about his wife after 30 years, loves ideas, but loves results even more, can simultaneously laugh and cry for different reasons at the same time, has never been star struck (but did not get a chance to meet Martin Luther King, and there would have been teenage girl screaming if he had).*

*Jay is the recipient of the Clickfunnels 2 comma club award for one funnel that generates over 1 million sales, has built multiple 7 figure businesses and in the midst of creating a groundbreaking business relationship building platform driven by AI.*

*He is dedicated to instigating a global movement of Conscious Creators and supporting people to organize their life and resources around their passions and gifts. Use the wisdom and failures of others to help you succeed with your business instead of thinking you are alone.*

*To learn more about Jay, visit <http://www.jvologyroadmap.com>*

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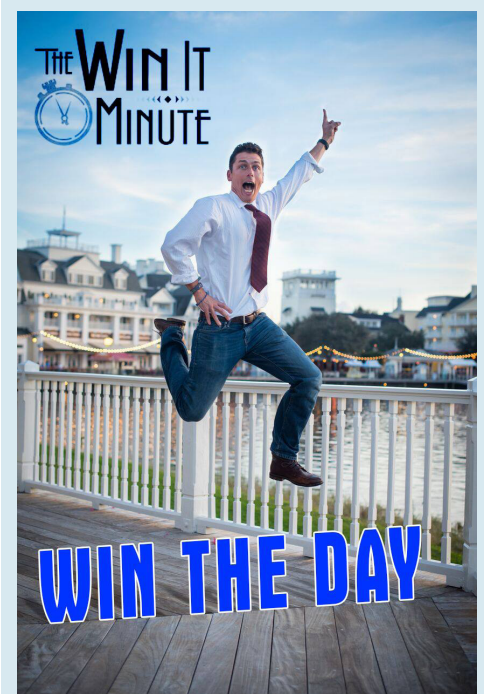
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# FIND YOUR VOICE: WHY SPEAKING IS IMPORTANT FOR YOUR BUSINESS

by Don McGrath and Jim Grant



Many studies suggest that we fear public speaking more than death! So, why do we feel that public speaking is important for you to grow your business?

Let's start with what we mean by public speaking. When people hear the term "public speaking" they often think of speaking to a stadium full of people like Les Brown or Tony Robbins might do. We've all seen it. It looks amazing, but that's a form of public speaking that most of us will never achieve.

So, what we are talking about. When we talk about public speaking, we are talking about any time you speak to a group of people, whether it be at a networking group, a workshop, a video on your website, on a radio show, or any other place. We are talking about any opportunity that you have to address more than one other person and move them to ACTION.

That's another thing. We are

not talking about your ability to inspire people or motivate people. Inspiration and motivation are fleeting feelings. What we want is for you to move people to action... life changing action. That action may be to come talk to you to find out more about what you do, or it may be to take you up on a complementary gift. Whatever it be, your goal is to move people to take an action that has them engage with you in a more meaningful way, so that you can help them in a greater way.

You might be asking why you should speak rather than connect with people in some other way? Well, how long would it take you to meet with 100 people and have a conversation to convey what you do and how you can help them? My guess is that by the time you account for everything involved, you would spend hundreds of hours doing this. But what if you could do this all in the space of a couple hours? That is why speaking is such a powerful tool for you in growing your business. It is incredibly time efficient.

When done properly, it is possible to attract many clients in just a couple hours through speaking. So, what do we mean when we say when done properly? It turns out that through years of training and years of trial and error, Jim Grant and Don McGrath, co-founders of Speakers Pathway Coalition, have figured out how to help others craft messages that move people to action, and now they teach entrepreneurs how to use speaking to grow their business.

Jim and Don have worked with hundreds of speakers who tell them, "I have a great story." The problem is that people don't care

about your story, no matter how sad or powerful it is. What they care about is what you can do for them to solve their problem. So, rather than tell your story, Jim and Don help you to walk people through a sequence of thoughts that have them understand how you can help them, and select you as the person they want to help them with their problem.

You may be wondering how Don McGrath and Jim Grant came to create the Speakers Pathway Coalition. Well, it truly was a labor of love, born out of necessity. Both men loved speaking, but they did not like what they saw in the speaking industry—similar to a musician who loves playing music but doesn't care for the music business. They saw many people paying tens of thousands of dollars to learn to speak, yet not getting any return on that investment. Don McGrath said "speaker training is very expensive, often costing \$2,000 to \$4,000 a day, yet nine out of ten people we met were not able to turn that training into paid speaking and get a positive return on their investment. That made Jim and I sick and motivated us to





find another way."

Jim Grant stated, "Yeah, Don and I kept comparing notes and lamenting about the things we were running into. We started out with phone calls and Google docs capturing ideas."

Then, as Jim likes to say, they got a lucky break. Don, who is an accomplished rock climber, fell and broke his ankle.

McGrath recounts, "So, I was home recovering from this fall with my foot in a cast. Jim knew I wasn't going anywhere, so he told me 'Don, I'm coming to Colorado Springs'. That's how Speakers Pathway Coalition was born. The two men sat down in Don's home and started drafting a rough outline of their vision for creating a true coalition to train, coach, and help people get their message out to others.

Since then, in less than one year Jim and Don have recruited six Executive Training Directors

who are subject matter experts in marketing, branding, video production, entrepreneurship, building a following, speaking, authorship, and social media, and created more than 30 courses on topics to help entrepreneurs clarify and spread their message so that they can attract more clients and grow their business. They also have a live radio show, Your Future is Now, where they feature guests who are experts on topics that help entrepreneurs in their business.

Their members are achieving amazing results. "We have one member who has been working on their business for decades and has spent tens of thousands of dollars on coaches and consultants, yet in just a few months in our program has made more progress in a few months than in the past several years. Jim Grant said, "That is why we are doing this. It feels so great to help people."

If you are interested in growing

your business and want to understand how to use speaking to do so, visit [www.speakerspathway.com](http://www.speakerspathway.com) and contact Don and Jim. They will help you get your message out in a big way so that you can attract more clients and help more people.

*Don McGrath, Ph.D. is an award-winning author and speaker, having written 50 Athletes Over 50, Vertical Mind: Psychological Approaches for Optimal Rock Climbing, and The Climb: A Leadership Fable About Navigating Challenging Change. As Co-Founder of Speakers Pathway Coalition he now shows others how to grow their business by writing their book, speaking, and establishing themselves as an undisputed expert. You can contact Don via email at don@speakerspathway.com*

*Jim Grant founded and owned a manufacturing business that earned a 'preferred vendor' status with many Fortune 500 Companies. After 31 years, (3 Active Duty and 28 Reserves), he is a retired US Army Master Sergeant and Vietnam Veteran. During his military career, Jim became a US Army Certified Instructor, Regional Area Manager (RAM) and Course Manager. He is a Lifetime Member of the famed 95th Training Division, VFW and a founding sponsor of Army Historical Foundation and Museum. He is the co-founder of Speakers Pathway Coalition and in addition to wearing many hats, he is the host of a "LIVE" weekly radio show "Your Future Is Now" that is available on podcasts and iTunes. The show receives thousands of downloads a day. Jim has over 25 years of speaking experience.*



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# BY EXAMPLE! THE ONLY TRUE LEADERSHIP

by Jeff Hodges

If you're like me, you are constantly working toward being the best leader that you can be. But none of us will ever reach the point to where there is no room for improvement. For that reason, we must always envision ourselves at a point that is COMPLETELY outside our grasp! I know what you're thinking, so let me explain.

I have learned through the teachings of all the greats that I study that many people confuse goals with vision. A goal is something that has particular details, an expected result and a pre-determined time of completion. A vision is HOW YOU SEE YOURSELF, or how you see a particular set of circumstances in the future.

Do you see the difference?

Therefore, if you are constantly setting and achieving goals as to your leadership abilities you are going to be constantly starting and stopping. You don't want that. You want a constant, even flow toward that ultimate level of leadership.

You want to make sure that a leader is what you are becoming. What I mean is that you need to make sure that you are becoming a leader and NOT a dictator !!! Let's look at the difference by seeing what Webster has to say about the two:

## LEADERSHIP:



Lead- to guide on a way, especially by going in advance; to direct on a course or in a direction; to serve as a channel for

## DICTATOR:

Dictator- one holding complete or autocratic control; one ruling absolutely and often oppressively

Dictate- a command by one in authority

Now, sit back and think about the way you run your business. We're all human and susceptible to veering off course without even realizing it. Sometimes your own enthusiasm can overtake you. You get this "I know what's best for

them and they need to go do it" mentality, when, in fact, you need to be out in front doing it, too, or at least be willing to. LEAD BY EXAMPLE!!!!

When I was in basic training in the Army, there was one rule that the Drill Sergeants had about training us. They would NEVER, EVER ask any of us to do ANYTHING that they couldn't or wouldn't do themselves. Most of the time they would demo what they expected out of us, and other times you were just told to, but you had the option of basically saying, "Hey, if it's so easy let me see YOU do it!!!" Now, you had to be careful if you called them on it because if you did and they followed through then you had to do it TWICE!



The point is that while they seemed harsh in their ways they were, in fact, TRUE LEADERS and I've always had the utmost respect for them for that very reason.

Great leaders CREATE great leaders! If you want to have a successful business and be a business owner and not a babysitter, then you have to get in there and show them what to do. You can't just sit back and bark orders. If they see you that way, they will never respect you and will usually prefer to do things their way. BUT if you show them that not only do you know what to do, but you are also willing AND able to do it YOURSELF, then, in all likelihood, they will look at you and say, "If he/she can do it SO CAN I!!!"

Dwight David "Ike" Eisenhower was an American Army general

and statesman who served as the 34th president of the United States from 1953 to 1961. During World War II, he was a five-star general in the United States Army and served as Supreme Commander of the Allied Expeditionary Forces in Europe. I think Ike said it best:

*"Leadership is a word and a concept that has been more argued than almost any other I know. I am not one of the desk-pounding types that likes to stick out his jaw and look like he is bossing the show. I would far rather get behind and, recognizing the frailties and the requirements of human nature, would rather try to persuade a man to go along, because once I have persuaded him, he will stick. If I scare him, he will stay just as long as he is scared, and then he is gone."*

- Dwight D. Eisenhower

Being a leader is an honor and a privilege. The lives of those you lead are in your hands. YOU hold the key to their future. Yes, they have to do the work, but YOU are charged with showing them the way. So, make sure the way is clear. Lead them with direction. Lead them with knowledge. But most of all, lead them with LOVE!!!

*Jeff Hodges has been a Life Coach for over a decade. He coaches with a focus on mindset and self-empowerment, which he feels are two main keys to success. While he's very comfortable teaching to groups, his main joy always has been one-on-one. He likes to really connect with his clients and he feels this is the best way to accomplish that.*



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# EATING HEALTHY DOESN'T HAVE TO BE HARD

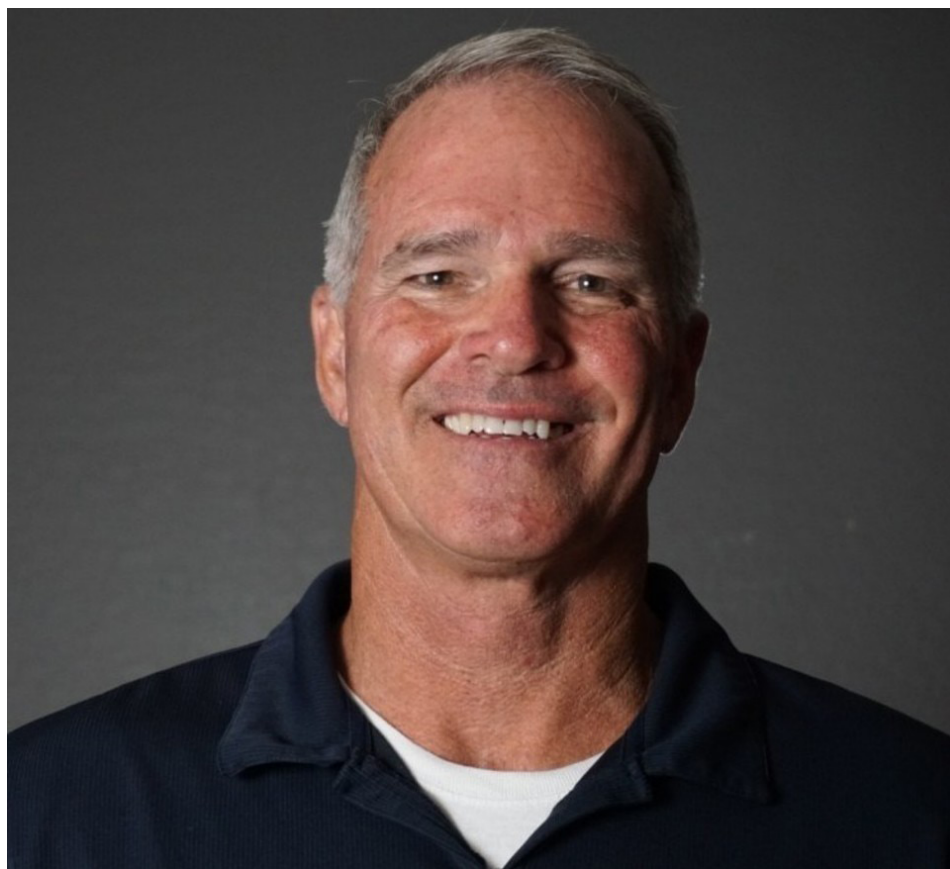
by Roy Brown

I tried several times to lose weight and there were times when the weight came off, but it didn't take very long for weight to come back on. When I think back on those efforts, and I'm honest with myself, I must admit I didn't really try very hard.

If you're like me and I bet most of you are, you have thought about, or pretended, or maybe even put some effort into a weight-loss program. And if you're like me, your efforts probably ended in frustration. On the other hand, if there was a time when you did see success, you also must admit the effort that you put into it was different.

You're not alone. Successful weight loss requires a lifestyle change, and by lifestyle change, I mean a change in your attitude and your standard about food, weight, and exercise. Changes need to occur in your attitude about weight, and what kind of increase or decrease that you will accept. This is one standard that you can set for what is acceptable and what is not acceptable in your life. You might have an understanding about what kind of exercise to do, when to do it, and how to do it, but your standard is what you actually do.

It is also very important how you relate to other people when you are going through a weight loss challenge. If you show up at a family party and announce you're on a diet, everybody at that party is going to try to give



you cheesecake! If you go out for an evening with friends and announce that you're on a diet, everybody at that party is going to accept the challenge to get you off that diet.

## So how should you overcome those situations?

**First**, learn how to eat regular food in a way that is healthy for you.

**Second**, learn how to overcome a big meal or big party and get right back where you were in your weight-loss journey.

Every restaurant has healthy food somewhere in there. Some have more than others, but as an example, if you eliminate the bun, you can try the grilled chicken. Or, only eat the inside of the burro. See, you can eat healthy anywhere.

The point of this?

I believe you should not seclude yourself from social opportunities or obligations just because you are trying to lose weight. Your weight is a part of your life, and managing it is a big part of what you should learn.

Sometimes you cannot or do not want to miss a party or celebration. I say go for it and enjoy it.

If you get right back on your program, the party will only be a good memory that will go on forever.

A lifestyle change doesn't have to mean you have no life.

*Roy Brown is the Founder of Unstoppable Lifestyle, and is committed to helping people lose weight and live their best life through health and nutrition. You can reach out to him at <https://unstoppablelifestyle.com/>*



# SUCCESS QUOTES FROM A WINNING MIXED MARTIAL ARTS FIGHTER

By Wayne Meyers



I got to speak with "Spike the Alpha Ginger Carlyle" by phone while he was boarding a flight to Guadalajara, Mexico, where he would participate in "Combate-Americanas" (the #1 Latin American promotions for MMA) in a supportive capacity for his fellow faith based MMA fighter Chase Gibson as an assistant coach (along with head coach Chad George).

Here are a couple direct quotes on success that stood out to me from the interview.



## What is your track record?

7 wins and 1 loss as a professional mixed martial artist. 3 wins and 1 loss as a professional Muay-thai fighter. In my sport, the average fighter has 3-4 fights per year. The results of those performances determine how much we'll be paid, so we have to be "on point" on those days.

## What is a Mixed Martial Artist?

A mixed martial artist is a competitor who combines all the martial artists into a rule set (boxing, taekwondo, wrestling, etc.) it's "as real" as a combat situation gets, while still being legal.

## Tell us about winning?

Winning is **90% mental, 10% physical**. You can tell who has a winning mindset based on someone's work ethic and sparring, but in this sport nothing is for certain.

There are so many variables that there is always a "puncher's chance" or "Hail Mary opportunity" for an underdog to win a fight. That's why I always say to **Know Your Opponent**.

When I accept a fight, I use my preparation time to research my opponent, watch his videos of prior fights, identify where I can exploit him, and see where his weaknesses are. I'll go as far as calling it an obsession. I'm a big proponent of Sun Tzu, *The Art of War*.

*"Know yourself and know your opponent, victory is certain 100 times. Know yourself, not your opponent, victory is certain half and half. Don't know yourself or your opponent, very small percentage chance that you will be the victor."*

**What can others learn about success from you?**

I am a firm believer that discipline plus hard work equals freedom. Because of my discipline and work ethic, I am going to rise to the top and staying humble and hungry. I don't allow myself to get complacent.

My job as a professional athlete is as close to 100% as it gets. It can be mentally and physically exhausting. I try to keep the "tip of the spear" attitude. (In a weapon situations, the tip of the spear is the initial contact, penetrating through all obstacles.)

## Tell us about your daily routine?

I train 6 days a week and get 8 hours of sleep. I do 4-6 hours of training per day. Essentially, it's a 24/7 job. In order to compete in mixed martial arts, you have to hit a target weight, and the weigh in happens 1 day in advance, I have to weigh exactly 146 or exactly 156 lbs (not more or less) to compete. I do a process called "water loading" I lose 10% of my body weight in water within a 12 hour period. It takes an amazing amount of focus, discipline, and mental fortitude to achieve it.

I also do massage, sauna, ice baths, and other stuff as recovery work. I also see a chiropractor every week. Depending on the day and types of work outs, my diet will change.

Low intensity = low carb diet, modified ketosis.

High intensity = more carbs, sweet potatoes, and good carbs for glycogen reserves.

I am also on a supplemental program (essential supplements electrolytes, BCAA, and electrolytes.)

**I know spirituality is very important to you, tell us why?**

I see fighting as my ministry. I

believe that fighting is my destiny, and is my gift from God. My skill set is unique given to me by the most high God. I go as far as to say I am anointed.

Through the blood of Christ, I am redeemed, sanctified, and made strong. In this game, there are so many variables. I feel confident that if the fight manifests, that it is my destiny to go out and become the victor of the battle. With that being said, my faith gives me a very strong advantage and mental fortitude.

### **How did you become a Mixed Martial Artist?**

I always say to others that I was born to do it, and that I came "fighting out of the womb." I was doing karate from ages 4-6. At 12 years old, I started wrestling. I was always the kid who fouled out at

basketball games, I was pretty rough. I desired to become a professional mixed martial arts prize fighter at 15 when I saw *The Pride Fighting Championships* (an MMA Promotion), that was when I decided I wanted to fight professionally.

**How can others contact you?** You can contact me on Instagram at Spike Carlyle @alphagingermma. I also teach private lessons to clients and am available to speak at live events as well. Contact me if you are interested in private lessons or speaking in the San Diego, Orange County, and Los Angeles areas. Look for me on TV in a short period of time.

**Successful entrepreneurs keep gathering information:** Information about the marketplace, information about clients and customers,

information on how to be better entrepreneurs (because even if someone offers advice you don't want or need, it may trigger an idea of your own that you had not thought of before.)

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To renew your subscription, go to <https://successprofilesmagazine.com/> and please do share copies of this article "as is" with others who will appreciate the *dose of inspiration!* Always remember to "KEEP GOING, KEEP GROWING!" And one more thing... be on the lookout for another interesting article from me in the coming months!



Wayne Edward Meyers, the "Voice" of Personal Development is a Columnist with *Success Profiles Magazine*. He is also the CEO of Burn It Up Coaching Inc, the personal development company behind *Becoming Your Greatest Possible Self™* Marathon and Podcast with Host Chris Burns [www.BeYourGPS.com](http://www.BeYourGPS.com). To learn more about Wayne please visit [www.BeYourGPS.com/WayneInterview](http://www.BeYourGPS.com/WayneInterview) or [www.BurnItUpCoaching.com/AboutWayne](http://www.BurnItUpCoaching.com/AboutWayne).

Spike "The Alpha Ginger" Carlyle is a 26 year old Professional Martial Artist who grew up in Del Mar, CA. He holds a professional MMA Record of 7-1 and a professional Muay Thai Record of 3-1. He has been involved in martial arts for over a decade and has been teaching since he was 15 years old.

He currently resides in Orange County, CA and trains out of The Treigning Lab under Head Coach Mark Munoz. He is a devout follower/disciple of Jesus Christ and spreading the Gospel message, especially to young men, and showing them how to be an Alpha and Omega Male like his Savior. He believes his fighting career is his ministry and desires to reach international super stardom and use that as his platform to reach the general public.



# 5 LITTLE-KNOWN SECRETS TO GAIN FREEDOM FROM BAD HABITS

by Noah St. John, Founder of Freedom Lifestyle Experience



Do you have any bad habits you want to break?

Have you ever wondered why it is so darn hard to change a habit, even the ones you WANT to?

For example, when I'm doing keynote presentations or leading my **Freedom Lifestyle Experience** Transformational Summits around the world, I often ask my audiences, "How many people here procrastinate?"

About half of the hands go up. The rest, of course, are waiting until later to raise their hands. (A little procrastination humor for you, there.)

Then I ask them, "How many people here think that procrastination is a GOOD habit?" Of course, no one raises their hands—because no one

would argue that procrastinating is a GOOD habit!

The question, then, is NOT: "What habits should I change?"

The REAL question is, "*How can I change the habits I really want to, without driving myself crazy?*"

So with that in mind, here are 5 little-known secrets to gain freedom from bad habits.

## Secret #1. Take 100% responsibility for your life.

The #1 trait of unsuccessful people is blaming everyone or everything else for their problems.

Every one of us has had things happen to use that weren't "fair."

Every one of us has faced hardships that weren't our fault.

Every one of us has been treated poorly by people who should have known better.

However, the minute you don't take 100% response-ability for your life, you give up the ability to respond.

That's why, for the next 7 days, catch yourself every time you blame other people or outer circumstances for your situation. You'll start to develop the habit of taking 100% responsibility, which means YOU have the ability to respond.

## Secret #2. Use AFFIRMATIONS®.

Did you know that asking a new kind of question can immediately change your life?

In 1997, I invented **The AFFIRMATIONS® Method**, and since that time, more than 500,000

people in 120 countries have used my simple 4-step method to make millions of dollars, rank advance, and change their lives in amazing ways.

**AFFIRMATIONS** (not "affirmations") are *empowering questions* that immediately switch your subconscious thought patterns from negative to positive.

Use Affirmations® to help you realize that you have more power than you think you have.

(Visit [www.Affirmations.com](http://www.Affirmations.com) to learn how to use my AFFIRMATIONS® Method to break any habit in 21 days or less.)

## Secret #3. Give yourself Permission to Succeed®.

Are you driving down the road of life with one foot on the brake?

Give yourself Permission to Succeed®, meaning stop stopping yourself from reaching the level of success you're capable of.

## Secret #4. Get rid of your head trash about money.

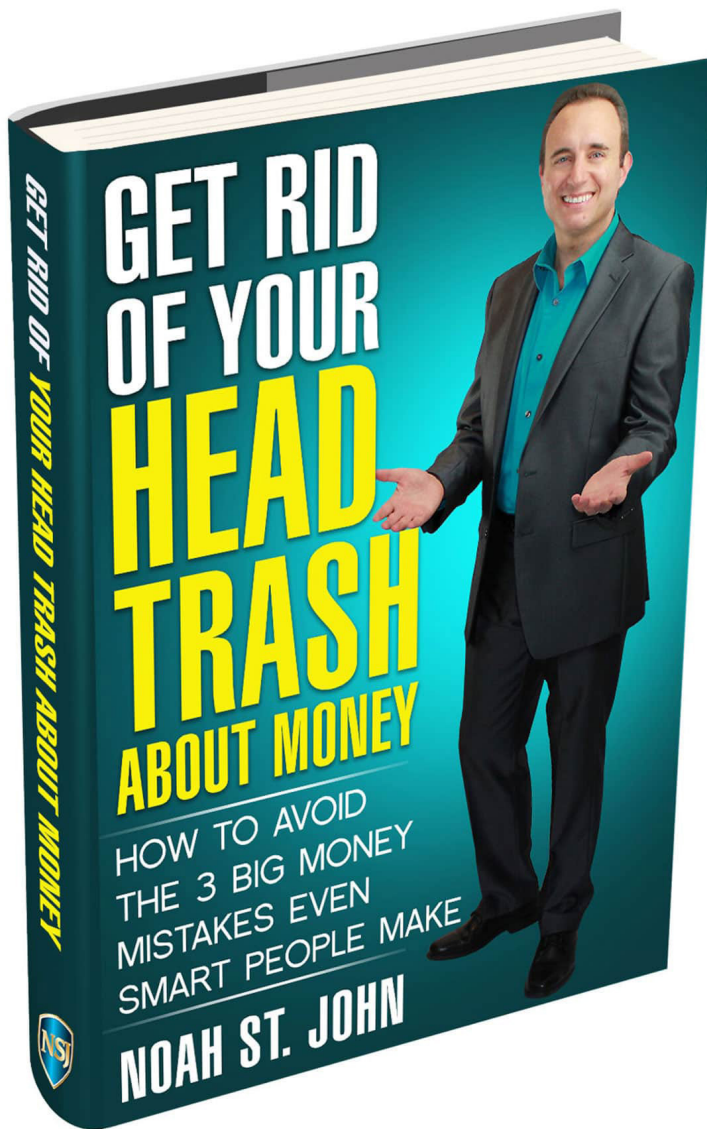
There are two basic human beliefs: "I can" and "I can't".

Do you subconsciously believe you can't be, do, or have the things you really WANT?

For the next 7 days, catch yourself every time you say, "I can't do it because..."

Because whether you believe you can or you believe you can't, you're going to make yourself RIGHT!

You can also get my new book *Get Rid of Your Head Trash About Money* FREE at [www.SendMeaBookNoah.com](http://www.SendMeaBookNoah.com)



### **Secret #5. Keep a Daily Gratitude Journal.**

Most people continually focus on things they hate about their lives.

What you focus on, grows.

Instead, for the next 7 days, keep a Daily Gratitude Journal and list 5 things you're grateful for each day.

Because the more you focus on what you HAVE...

The more you'll HAVE to be grateful for. Noah St. John helps entrepreneurs make money. Since 1997, his coaching clients have added more than \$2 billion dollars in sales.

Noah is the only author in history to have works published by Hay House, HarperCollins, Simon & Schuster, Mindvalley, Nightingale-Conant, and the Chicken Soup for the Soul publisher. His 15 books have been published in 18 languages.

A highly in-demand keynote speaker, Noah is famous for inventing AFFORMATIONS® - a new technology of the mind - and helping people get rid of their head trash so they make more money.

Book Noah to speak at your next event at [www.BookNoah.com](http://www.BookNoah.com)

Secure YOUR "Buy 1, Bring a Friend FREE" tickets to Noah's Freedom Lifestyle Experience at [www.FreedomLifeX.com](http://www.FreedomLifeX.com)



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—KEVIN HARRINGTON, Original Shark on *Shark Tank*

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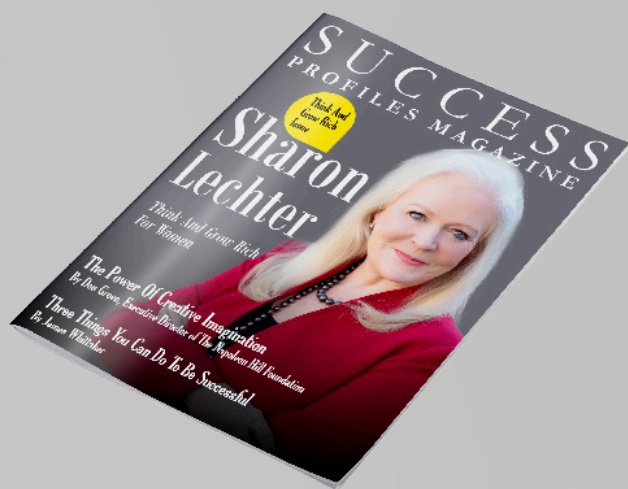
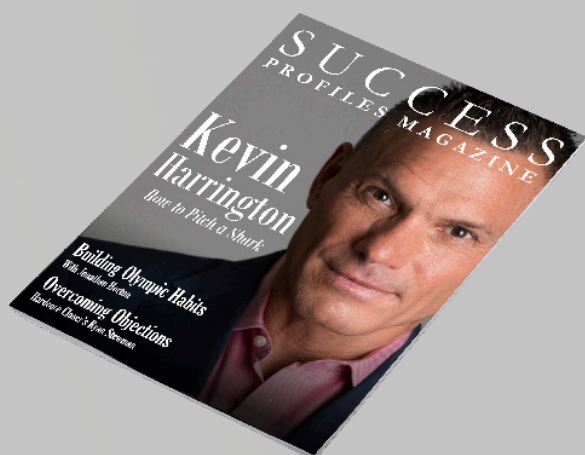
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