

COPYRIGHT

MAGAZINE

THE BROKEN
COOKIE
EFFECT™
with Patty Block



INSIDER
EXCLUSIVE
WITH WEB WORX
FOUNDER

Tricia
Keightley





B

reanna Gunn is a global, award-winning copywriter, as well as a seasoned messaging and funnel specialist.

She started her online journey more than a decade ago, checking email for a Hudson Valley Wedding Company. Soon after, they discovered that she could write, and asked her to take over their blog, newsletter, and marketing materials...and she hasn't looked back.

Currently, she works with her clients to create effective, fun, and unique messaging that drives sales and attracts ideal clients.

Brea is also passionate about systems and processes that inspire loyalty, momentum, and action that leverages trust, authenticity, and profitability.

In the past decade, Brea has created copy that has resulted in more than \$10,000,000 in revenue for her clients. Brea specialized in conversion copy, and loves sales.

Brea partners with brands like Smart Fem™ Media Group to create magazine funnels, IDB Academy, The Business Growth Academy, M.Shannon Hernendez, SM Edits™, Dr B, Priorities LLC, Lattice Hudson, Ellan Media, and more.

Brea uses her more than 20 years of experience with customer service and marketing to uncover the gaps in messaging that lead to lower conversions and plugs them through customized systems, structures, and processes that are bolstered by copy that converts.

When Brea isn't writing incredible copy, you'll find her hiking and camping with her two boys and husband in Michigan's Upper Peninsula, or at Disneyworld.

Welcome

Welcome to Copy Right, a magazine for Copywriters, Coaches, and Consultants. The world of copywriting is one that hasn't changed in many years - but with the emergence of AI and Jarvis, we're in a whole new world. With more than 20 years of experience, we are here to help you navigate these exciting times.

There are now new ways to write copy, to reach your ideal clients, and make an impact. So many of us have been in this industry for decades, we need to find a way to incorporate these exciting developments and write incredible copy.

We created this magazine because we are passionate about writing incredible copy.

Our mission is to help you up your copywriting game, learn to use the latest technology, and create fabulous copy.

In this magazine, we will share our best tips, tricks, tactics, and the latest developments in the copywriting world. Our goal is to challenge traditional copywriting and bridge the gap between the "old" way of doing things and the latest developments.

We don't just write copy, we copy right!

If you have any questions, suggestions, or ideas, please feel free to tell us!



WWW.BREANNAGUNN.COM

COPY DONE RIGHT!

WORK WITH BREANNA

Breanna Gunn is an award-winning Marketing Consultant. She is also a Copywriter, Conversion Copy & Marketing Strategist for Coaches & Consultants.

What we do...



Copywriting



Sales Funnels



LinkedIn Lab



BOOK BREANNA TO SPEAK
AT YOUR NEXT EVENT



Phone

517.897.8490



08

Writing As Art



14

How Losing My Face Forced me to Create a Media Empire



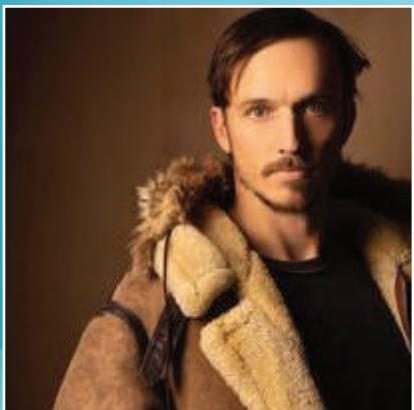
28

7 Ways to Leverage Your Book



36

The importance of content for speakers (why copywriting matters)



20

How To Get More Conversions In Your Copywriting With Storytelling

32

Beating The Broken Cookie Effect™: Price for Value and Stop Settling for Crumbs

40

Insider Exclusive with WebWorx Founder Tricia Keightley





Writing

As art

The Four Types and Purposes



 laywright and novelist, Edward Bulwer-Lytton, quibbed "*The pen is mightier than the sword*" in 1839. In his day, he recognized the sheer weight of words and their effect to measure, reflect, persuade, and cut the world.

passed, writers now pound upon keyboards, letters appear with clicks upon a screen. With each press of the send button, writers fire words like blasts of brilliance shattering misconceptions, sparking new imaginings, revealing the hearts and needs of humankind, and making millionaires of their clients.

Writing is art, a created world unto itself...Words upon words, layers of phrases and sentences structuring themselves into style and format. Each committed to a specific pursuit and purpose. Each possessing its own container, its unique genre. Utmost care is considered for choosing the proper construction to fit the occasion

Words directed by skillful writers wield power; therefore writers are powerful.

Though the days of the ink and quill etching upon parchment have

and the audience.

In honor of writing as art, let's go on a mini-exploration to discover four different forms and how they're used.

Copywriting is an artform, a skill, a science in which words are strategically delivered in written or spoken form with the specific intention of compelling people towards action, such as purchasing a service or item—or towards participating in a movement, such as saving the whales, feeding the hungry, networking among small businesses.

- Copywriting builds company brands.(Nike)
- Copywriting creates movements. (Just DO It)
- Copywriting invents household words. (Bandaids, Kleenex)

Many have expressed a variety of definitions for copywriting, but the bottom line is that this style of writing is deliberate in its intention to compel the intended audience to action, to buy into their message and product or service.

Nine major copywriting styles:

Marketing Copywriting is the most familiar type. Anything that is promotional, whether seen or heard, falls into this category, including: billboards, direct mailings, flyers, radio advertisements, television

commercials, YouTube videos, online ads, etc. Basically, if the message involves selling something it falls into this category.

Brand Copywriting is all about highlighting a company's brand in order to gain recognition and customer connection. This type of copywriting involves a strong understanding of the intended customers through creating images or logos that show your brand (the NIKE checkmark), theme songs or jingles and phrases, or by creating a brand personality. Powerful brand copywriting is achieved when their customers connect with and remember the branding consciously and subconsciously.

Social Media Copywriting is focused on appealing to and connecting with an audience based on what drives and motivates them in certain ways. This style of writing is still strategic but its aim is towards a more informal, conversational tone. Emojis are encouraged and the copy is often paired with a visual component. Often this type of copy is brief, and involves links to websites for more information. Paid ads are often a part of this style of writing. The strategic focus of Social Media Copywriting is showing a clear understanding of the audience the client is trying to reach and that the copy is easily shareable for broader brand reach. Because of these key factors, focus on shareability and clearly show that you understand

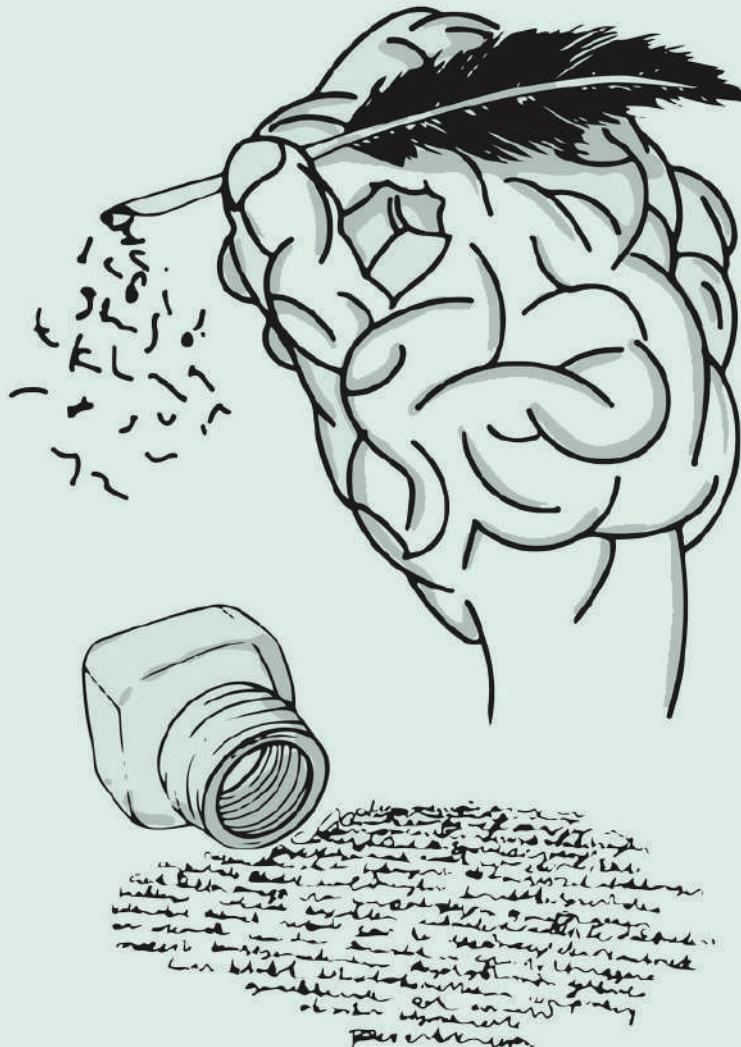
who your audience is when you're writing copy for social media.

Direct Response Copywriting is any form of communication that encourages the reader to immediately take action. This type of writing is used on landing pages after a recipient clicks an ad, or for pop-ups, limited-time offers, and open-ended sales emails. There's power in that "Call To Action" (CTA) button...Sometimes all it takes to gain a new customer is a clearly marked invitation.

Technical Copywriting is copy that focuses on explaining the ever-changing products of the tech world. The most powerful technical

copywriters are those who can explain what the tech product is, how it works, why customers need this product, why it's better than the competitor's product. The job of the technical copywriter is to empower the customer with the knowledge they need to make their buying decision.

Public Relations Copywriting is most often considered B2B (Business to Business) writing. This type of copywriting is crafted often with a journalistic voice and uniform structure. It's designed to inform media outlets and the





public at large with a deliberate message promoting a business, product, service, or an event their organization is hosting. Often this copywriting is written by a public relations specialist. The message is promoted directly and uniformly through news media organizations.

SEO Copywriting is the skill of using keywords and phrases for search engine optimization (SEO). This strategic generation of copy, based on data, helps the copy become more easily discovered, and drives the copy towards the top of the search engine results page (SERP).

Email Copywriting is used in email marketing, a subset of marketing copywriting. When written well, email copy enables

direct connection with a targeted audience. Depending on a company's marketing campaigns and customers, email copywriting includes elements such as a catchy subject line and relatable preview sentence, a few brief paragraphs of information and a compelling call to action. Email copywriting can be educational material, such as newsletters and roundups, or sales-oriented, like a free resource, a direct response or free trial promotion. Defined strategies exist depending on the audience, B2B or B2C. For B2B write from a logical buying process, not an emotional one. For both, build a personal relationship with the subscriber and open the email to engage in conversation. For B2B the copy tone must sound professional by

using the appropriate industry terminology.

Thought Leadership Copywriting usually features a prominent industry figure, such as a top healthcare executive or fitness guru. This style of copywriting is all about the platform and expert voice the prominent figure maintains. This type of copywriting can be written for B2B or Business to Consumer (B2C) markets that is often used to recommend the public to adopt new personal care practices, or to amplify an opinion on certain issues. This type of copywriting isn't selling anything. It's geared towards promoting belief in the message or subject material offered by the prominent industry figure based on their

authority and expertise.

Breaking away from all things copywriting...

So what's Technical Writing?

Technical writing focuses completely on its audience to provide readers with clear, concise documentation, and easy access to information. A technical writer is someone who spins word-magic by transforming complex and dry, difficult technical writing into easy-to-grasp language by offering directions, instructions, or explanations. A skillful technical writer offers layman's terms to expansive subject material, such as training and instructional manuals, maintenance and operating instructions, journal articles and other documentation necessary for manufacturers, designers and clients. As a result, readers are able to more easily absorb and learn from the written material and apply their knowledge. Technical writers often use their expertise industries, such as technology, engineering, medicine, and the sciences.

What exactly is creative writing?

Creative writing is about literary expression. Think of it as literature requiring the use of the writer's own creativity, imagination and story as a means of showing a particular message, emotion or plot. This form of writing is completely subjective, defying the traditional bounds of other forms

of writing. The purpose of creative writing is to offer readers a story with strongly written visuals with an emotional impact. This type of writing can be delivered through a variety of means like poetry, short story, novels, screenplays, scripts, memoir, etc., in both fiction and non-fiction. Creative writing goes outside the norms of professional, journalistic, academic, or technical forms of writing. Its emphasis is on narrative craft, character development, figurative language forms, and structures.

And finally, What is academic writing?

Academic writing involves the expression of ideas for academic purposes. Many different types of writing are generated within the academic realm, including responses to reading materials, offering book reviews, argumentative essays, literature reviews, empirical research articles, grant proposals, conference abstracts, commentaries, memoranda, and many other text types. This style of writing is about entering a conversation with others and in response to others in a dense, methodical manner based on the purpose of the conversation.

And just as each format features its unique purpose, it also requires its own organizational structure and linguistic features.

Compared to copywriting, technical writing, and creative writing, academic writing needs to be carefully elaborated, well supported, and logically sequenced. It must be reasoned out rigorously and all information presented must be tightly woven together. Academic writing is formal, dense, abstract and objective in its tone.

Academic writing is a tool for the writer to evaluate and transmit ideas, and to also aid in teaching and learning knowledge and ideology within specific academic disciplines. Being able to write academically is essential for establishing the writer's credibility and authority for career advancement.

So there you have it—writing as art.

The writer who strikes his words with wisdom, with purpose, wields the most powerful weapon of all—the power to engage, to persuade, to convince others towards buying into ideas, products, emotions.





■ By Lea Woodford

3

Strategies
for Building
Your Speaking
Business

Remember, people buy from people they know, like, and trust.



In 2007, I set a goal of becoming a professional speaker. I have been doing it ever since and have learned a few things along the way. It wasn't easy, as I was terrified of public speaking. Even now, I still get the jitters.

I have had the honor of becoming an international speaker and doing four ninety-minute keynotes in Australia for the largest real estate training firm. It was a life-changing experience, and it made a significant impact on my speaking

career and brand.

Professional speaking is a fabulous way to elevate your brand and showcase your expertise. Getting in front of your target demographic and being positioned as a leader can catapult your business and brand.

I learned a long time ago that public speaking can move the dial. That's why I created my conference six years ago. It allowed me to connect and partner with some of the best professional speakers in the world.

I can't promise you that you will land every gig, but I can help you jump-start your speaking career and avoid some of the mistakes new speakers make.

1. Social Proof is a Must

You can't declare yourself an industry expert without proof. What proof would you present on your topic or niche? How can you demonstrate that what you have to say is relevant and will connect



with a specific audience? While testimonials and awards are nice, they simply aren't enough in today's competitive world.

Leverage your Online Presence

Content creation is still the most efficient way to build your authority and brand. While it is difficult to be seen on your website these days, posting a blog to social media such as LinkedIn can get you noticed far more than just a website anyway. The best SEO for your content will

be with YouTube, Facebook, and LinkedIn, as they have so much engagement.

Create a Speakers Landing Page

As an event planner, I look for speakers that have a captivating landing page that is simple and easy to navigate. Create a website that includes your previous talks, a speaker video reel, speaking topics, and contact information.

Video Content

If you are not an established speaker, this will take some doing. Speak at places such as the Rotary Club and Kiwanis and record some videos. This experience will also allow you to see your strengths and weaknesses. Once you have three or four video clips, you can create a speaker sizzle reel with some of your best sound bites.

Event planners will not book new speakers for big conferences without having seen them speaking either live or in front of multiple audiences. The video allows planners to see your style, expertise, and ability to connect with an audience.

2. Create Realistic Goals and Make a Plan

Starting with small and realistic speaking goals will keep you motivated and help you hone your craft. You aren't going to land a \$10,000.00 speaking fee right out of the gate. You might not even get a speaking fee. I hear so many self-proclaimed speakers say that they won't speak for free. In my experience, you leave a lot of money on the table by doing so. Most of those speakers are out of business within three years because they are broke.

Many large events don't pay speakers because they know that the large numbers will attract speakers who are looking to showcase their expertise in front of a large crowd.



Speaking at industry association events is a great way to garner experience and get yourself a paid gig. Some of these industries are healthcare, legal, automotive, and aviation, to name a few. Once you figure out the value you bring, you can tailor your speech to that industry. That's what attendees come to hear.

3. Speak for free

I constantly hear speakers say all the time that they won't speak for free. In my opinion, that is a big mistake, as I have made more money speaking for free and positioning myself as an expert in front of a potential client.

Gary Vaynerchuck spoke for years before landing his first paid gig. The speakers who say they won't speak for free are usually broke.

When you first start, you will always speak for free to get your confidence level up and storytelling skills down.

Speaking for free allows you to position yourself as an authority and expert. It also allows your audience to get a feel for you. Remember, people buy from people they know, like, and trust.

The world of speaking has changed over the last few years due to COVID-19 and technology. It has also presented more stage opportunities. To seize those opportunities, start practicing in your local areas at Rotary Clubs, Kiwanis, or any other organization that brings in speakers.



Lea Woodford

Lea Woodford is the Chief Executive Officer and founder of the SmartFem Media Group, a full service digital marketing and advertising company. SmartFem was created as a result of her many years as a publicist, columnist and as a Radio & TV Personality. Lea has extensive experience as a media personality and developed her own segments for ABC, NBC, CBS as well as the Fox Networks. One of her favorite projects was "Looking for Love with Lea," a popular Thursday night radio call in show for singles.

Lea has also chaired, organized and Emcee'd for a number of organizations including non-profits such as Camp Soaring Eagle, American Heart Association, Make A Wish, Alice Cooper's Solid Rock Foundation, and St. Judes Hospital.

When it comes to speaking, Lea is a breath of fresh air, focusing on leadership, innovation and change to drive business. Her inspirational stories and humor will engage audiences to start thinking bigger. Lea speaks from experience as she shares her stories on making her online magazine into a full service digital marketing and advertising company. She encourages her audience to think bigger and bolder about their own business. Lea motivates her audience in the same manner she motivates her team, "find your voice." Lea shares her ups and downs as well as her successes and failures - to give your audience a fresh perspective on marketing, leadership, innovation and customer service.

An online marketing, and social media expert, Lea shares the latest

trends to help companies move to the next level in the ever changing digital space. Lea is an expert and a top speaker. She walks her talk. She will impart valuable information in a fun and entertaining way and will leave your audience wanting more.

Achievements

- Named "Dynamic Woman of the Year," by Phoenix Business Journal
- Amazon Prime TV Talk Show Host
- Founded SmartFem Media Group
- Hosts and Emcee of "The SmartFem Summit"

How To Get More Conversions

*In Your
Copywriting
With
Storytelling*





Se live in a time of unprecedented opportunity. Technology has enabled us to connect with and serve people anywhere. It has created tools that have virtually no limit to how many people we can reach.

The problem is that it has empowered everyone. There's so much noise and competition for attention that you need something special to stand out. It's not enough to have the right knowledge or to be an expert in your field. There's virtually limitless information and knowledge available now.

Humans are not rational creatures. Strong emotions, not information, are what drive our decisions.

When presented with "factual" information alone, only a small part of our brain responds.

This increased noise and flood of information have left your audience frustrated and craving something authentic: a human connection. A true connection with someone they can trust and relate to. That's what is truly rare and valuable these days, and nothing creates a true human connection better or faster than storytelling.

With story in your copywriting, you can share what is brilliant and unique about you and build that connection with those you can help. Wrapping business concepts or ideas in a story can dramatically change how we process and interpret that same information.

Beating the blank page - Storytelling Frameworks

A blank page can be intimidating when trying to craft your own story. Frameworks and mental models are excellent tools for problems like this. They help us take new perspectives and new paths of thought which help us escape from the common mental ruts we find ourselves in.

There are two frameworks well suited to help us understand our story and tell it to our audience in a way that resonates with them: the Hero's Journey and the Buyer's Journey; each has certain strengths and weaknesses which we'll examine.

The Hero's Journey

Hero's Journey is the model for popular stories throughout history. Though its roots go back to early mythology, it wasn't until the 20th century that Joseph Campbell noticed the pattern in these ancient myths and stories and coined the term "Hero's Journey" (thus creating his own proprietary process for storytelling). This model is so effective because it mirrors how we process our own stories, conflicts, and experiences.

You can see the Hero's Journey play out in your favorite movies, plays, and TV shows, as well as talks, webinars, and sales letters. The Hero's Journey has all the elements of a story that we as humans can't help but become immersed in:

- **Conflict and Uncertainty**
- Conflict, and the tension it brings, are the key elements that keep us hooked.
- **Risk and Reward** - What good is an adventure without some treasure to find?
- **Transformation** - The adventure is a process of transformation—a process we all undergo regularly in our own lives.

The Hero's Journey is divided up into 12 stages. But in my experience, you don't need to understand the details of all 12 stages to make the most of this framework. I've broken those 12 stages down into four acts which are easier to grasp.

Act 1 - Status Quo, Call to Adventure, and Assistance

The beginning of the hero's story. Everything is normal in the world, but there's a sense of dissatisfaction. There's a problem holding the hero back, or life is just not as good as it could be.

There's a desire or an invitation for something more—something better. This could also be a problem that is bothering the hero, and it forces him out of his comfort zone. This desire or problem should resonate with your audience and what they desire as well.

The hero gets some help or guidance to help set her on her path. This could be a mentor giving



her guidance on what to do next or giving her a tool that will help her on her journey.

Act 2 - Departure, Trials, and the Approach

The hero leaves the comfort of the familiar world to set off on a new adventure. He gets some early wins and a boost of confidence, maybe even a little hubris.

This is where the struggle begins. The thrill of those early wins has vanished, and it's not so easy anymore. The hero hits some unexpected setbacks.

Things are getting harder. The hero is losing momentum and experiencing doubts. The big monster she must confront is on the horizon. The hero is experiencing the fears your audience wants to avoid.

Act 3 - Crisis, Treasure, and the Result

Just when you thought it couldn't get any worse . . . it does. The hero hits rock bottom. He experiences painful emotions and starts thinking about the long-term consequences and ramifications of not solving this problem. The hero is about to give up . . .

Until . . .

The hero finds the thing that can turn it all around. Maybe it's an idea, a tool, a new way of looking at things, a new person or a process.

The hero takes action, using this newfound treasure to solve the big problem she is experiencing.

The rewards and results the hero has been hoping for since the beginning of her journey are finally within reach.

Act 4 - Return, New Life, Resolution

The hero returns to the ordinary world stronger and wiser than before. Sometimes the world isn't so ordinary anymore; it's new and upgraded. He reflects on the long road it's been to get here and is grateful for the adventure. With his new knowledge/treasure, he can serve those he returns to in new ways and bring new wealth to his home.

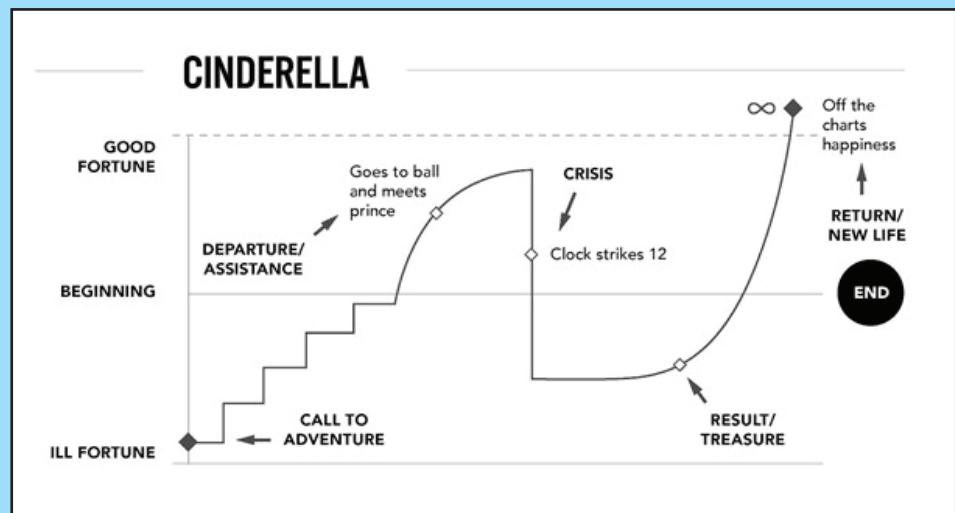
With a new perspective and new life, the hero sees new options and opportunities. By overcoming a big challenge, new doors open up that she didn't notice before.

Free from the challenges and fears that once threatened him, the hero is now free to live the life he wanted. Now he must figure out how to share this new wisdom with the rest of the world.

Visualizing the Hero's Journey

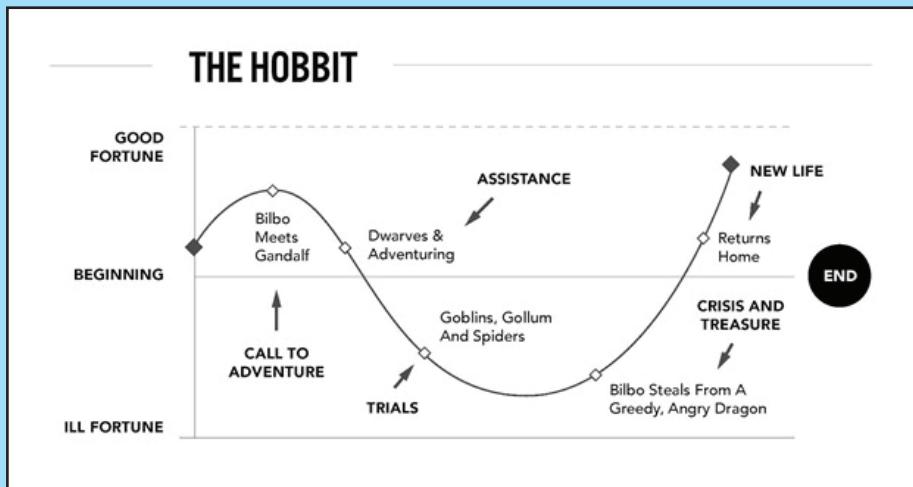
Trying to keep all 12 stages together on paper like this can be challenging, but in many cases, you can map out the Hero's Journey on a graph. This makes it much easier to work with and understand; plus, you'll be happy to see most good stories follow a predictable path. The vertical and horizontal axes represent good (or bad) fortune and time. Here's how the Cinderella story looks as a graph.

Let's take a look at another classic story that recently returned to the big screen: The Hobbit. This is a classic tale of an unsuspecting character who's just looking to live a modest and quiet life. He gets visited by a wizard and sets off on an adventure that will change his life forever. Take a look at the visualization of Bilbo Baggins' journey there and back again and see how it fits in with the Hero's Journey.





(Feel free to skip the visual below if you have not read/seen it and don't want any spoilers.)



The Benefits and Weaknesses of the Hero's Journey

This framework is so powerful and effective because we as humans are wired for storytelling. Our powerful imagination not only follows stories but puts ourselves in the shoes of the hero—their problems, ideas, and goals become ours. This is why you start screaming at the television when your favorite character is about to make a bad decision.

While the Hero's Journey is excellent at helping to create an

emotional and relatable experience for our customers, it does little to illustrate the logic of a buying decision. Without addressing the crucial questions your audience has before making a purchase, you'll inspire good feelings but no action.

Another challenge with the Hero's Journey is the complexity. It is difficult to memorize and keep all the different stages straight. For a dedicated writer looking to create the next classic novel or movie, it's a great tool. But for the entrepreneur just beginning the path of storytelling, it can be overwhelming.

Not to worry, though. In the next chapter, I have a simplified storytelling framework I want to share with you. But first, we need to explore another journey into the mind of a buyer trying to make a decision.

The Buyer's Journey

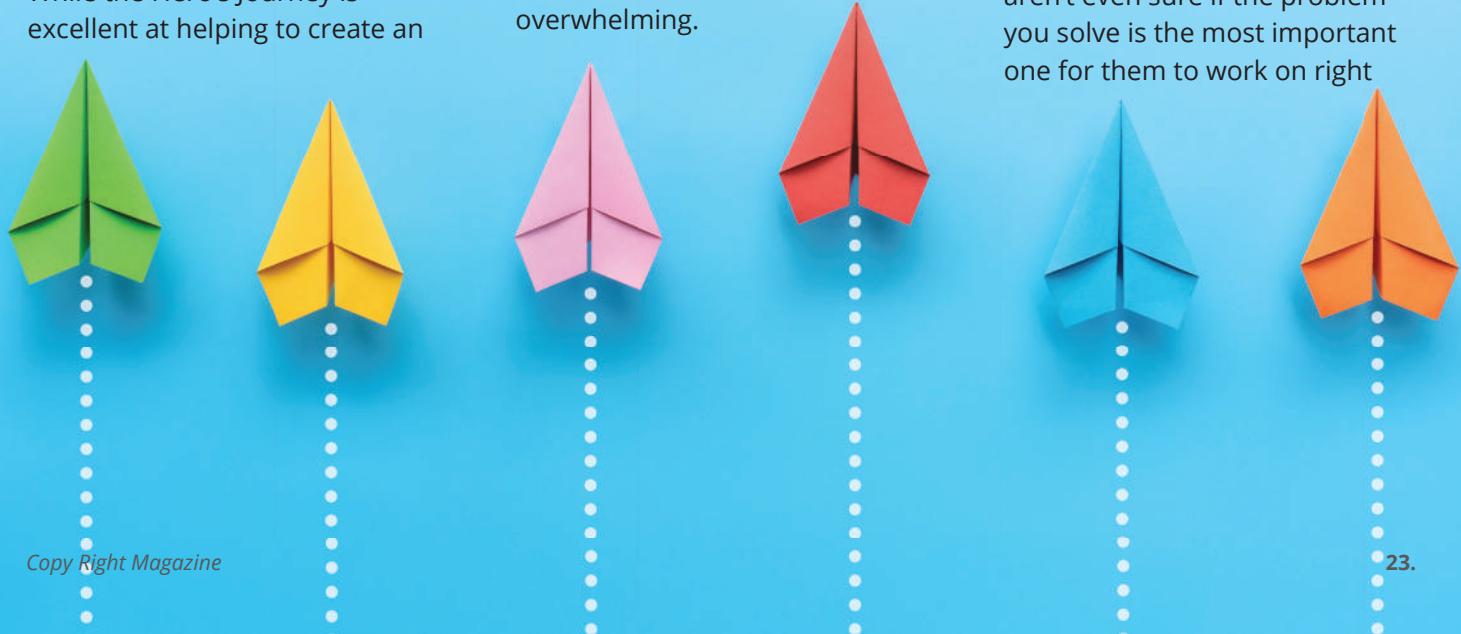
The Buyer's Journey is a way to visualize the decision-making process a customer goes through to make a purchase. This journey has four phases: Know, Like, Trust, and Delight.

Each phase requires you to overcome a certain set of challenges or obstacles in your buyer's mind to persuade him or her to move forward. You can create content that is optimized to target each of these goals instead of trying to create something that does them all. This helps us hone in on exactly what to create.

Know

Your customer needs to be aware you exist and what problem you solve.

At this stage, people probably aren't even sure if the problem you solve is the most important one for them to work on right





now. They probably have many options to choose from. This phase likely makes up about 80% of your audience, most are just looking for information, and are likely to buy in 12-plus months.

Like

They need to know why you're different from everyone else who solves this problem.

You want to present yourself as someone who can solve this problem and as a brand that resonates with your ideal customer. This phase will make up around 17% of your audience. People who are in this stage are comparing different products or services and are likely to buy in the next 30–90 days.

Trust

They need to know you're a good fit for the problem they have, and that you can deliver the result they want.

At this point, you've proven yourself to be competent and likable to your audience, so from

here, you must convince them you are a good fit for them and that working with you will be a good investment of their time, energy, and money. This phase is by far the smallest segment of your audience, probably just 3%, but it's also the most valuable segment because they're ready to buy right now.

At this stage, you start to eliminate the buyer-and-seller dynamic between you and your customer and replace it with a subject matter expert and interested party. The members of your audience are more willing to share information about their businesses with you at this stage.

Also, remember that trust does not stop after the sale—you must consistently maintain and build on the trust you develop with those in your audience even after they've become your customers. To do so, create things that will help your current customers be more successful as well as remind them how much value you add to their lives.

Delight

The journey does not stop at the purchase; your customers need to be reminded of the value you add for them even after the purchase. It's not something that comes naturally to most. Many people in the modern world are so future-oriented they rarely take the time to celebrate their achievements. They climb one mountain and immediately begin looking for the next peak before they even enjoy the view.

Remind them of the progress they've made working with you, delight them by celebrating this progress with them. This inspires loyalty, future purchases, and advocacy for your business.

The Buyer's Journey is a powerful way to map out and plan marketing campaigns, sales funnels, and content. But . . . if we only target the "logical" side of the brain of our audience, then our message will fall flat. We won't create that emotional connection and drive to get people to take action.





Conclusion - Combine The Journey's For Better Copywriting

Both of these journeys are powerful mental frameworks, but only when they're combined do they tell the story of our business in a meaningful way that drives growth.

The interesting part about these frameworks is they outline different perspectives of the same process. The Hero's Journey maps out how your customer is experiencing and engaging with your brand, while the Buyer's Journey maps out the logical decision-making process which happens in tandem with the experience. By using them both together we can outline a storyline that emotionally engages our audience and provides them with everything they need to make a buying decision.

Key Takeaways

- Use storytelling frameworks to make it easier to get your story ideas out of your head and onto a page.
- The Hero's Journey is the most common storytelling framework. You don't need to use every stage to tell a great story.
- The Buyer's Journey is powerful for helping to understand the mindset of your audience and what they need to make a decision to buy from you.



Kyle Gray

is a world-class presentation coach, story strategist and author who helps coaches, startups and executives use storytelling to better communicate their unique value, and improve sales with their audience. He combines timeless storytelling with cutting edge marketing to ensure you've got the right story to tell while presenting, on a sales call or in conversation, both online and offline.



Want to advertise with us? Contact us at
brea@breannagunn.com

Ideas just got a whole lot easier thanks to...

Content Club
CREATIVE PRACTICE PROJECT

WHAT WOULD FALLING IN LOVE WITH MARKETING AND REPRIORITIZING CONTENT CREATION DO FOR YOUR BUSINESS?

HOW WOULD THINGS SHIFT IF YOU REIGNITED YOUR CREATIVE INSPIRATION AND DISCOVERED SOMETHING THAT ADDS NONE OF THIS AT THE TON OF YOUR VALUABLE TIME? DON'T YOU THINK IT'S TIME TO FIND OUT? JOIN US NOW!

CANVA STORE

21

Join our community of passionate change-makers who are lifting others & making an impact while making their own waves.

BE A WAVEMAKER!

Now accepting founding members.
@women.making.waves

Discover the best kept secret in marketing

CO OUR BRAND

Rebrand with Science to Boost Business like Magic

DISCOVER YOUR BRAND'S PERSONALITY TYPE

[HTTP://GO.JONAHOLESMITH.COM/QUIZ](https://go.jonaholesmith.com/quiz)

CANVA STORE

22

In 5 Minutes
BY AMANDA HAINLINE

Feel Better in Five Minutes

DO YOU FEEL LIKE YOU HAVE NEVERENDING TO-DO LISTS AND DEADLINES? DO YOU FEEL LIKE THE WORLD NEVER STOPS? AND YOU NEVER HAVE TIME TO CATCH UP?

YOUR BODY IS SCREAMING FOR SELF-CARE, BUT WHO HAS THE TIME?

YOU DO.

CANVA STORE

23



LEGACY JET SERVICES

Personalized Jet Management



For more information call 480.788.7233 or email
info@lgjets.com www.legacyjetservices.com



17 Ways to Leverage Your Book

■ By Matthew Harms
Founder of Pen For Hire NYC

Finishing a book is no small feat. The process can be a long and arduous labor of love. From time to time, there may be some other not-so-nice emotions mixed into the process, but the satisfaction from seeing a completed finished product with your name on it as the author is priceless. Publishing a book is the pinnacle of turning ethereal into the material.

But what do you do once the book is published? That is a question many authors who did not create a marketing plan before writing struggle with. The sad truth is that the best piece of writing cannot impact the world if no one reads it. Sure, you can ask your friends, family, and colleagues to support you and buy a few copies. But how does this help achieve a return on investment? Whether you wrote the book yourself or had help from other writers, editors, and designers, there is still a substantial investment of time, money, or both involved in bringing the work to life.

Through working with many professionals over the years, we have compiled this list of seven key ways to leverage your book and not only justify your investment but also elevate your business and brand. This is not to say there are only seven ways, but these are tested and proven to yield results.

1) Use Physical copies as a mail ahead to high-value prospects:

This option is so underrated. Who doesn't love to get mail? Email has become so prevalent and overused that most of us glance right over any solicitations or introductions from people we do not already know. But when something shows

up in the mail, there is an air of excitement – especially a package. There is no way someone can overlook a nice padded envelope with a handwritten address and message inside the book explaining who you are and why you sent it.

Some may be thinking this just sounds like another expense, and they wouldn't be entirely wrong. But the cost of printing your books through Amazon and mailing using the media rate from the good old USPS will only set you back about \$5 per copy. How much are you currently paying for lead generation and marketing strategies now? Prospects are far more likely to take your call after receiving your book than if you called cold.

And the best part is, no one throws away books! Trust me, it's a scientific fact (ok, maybe not, but humor me)! Even if it doesn't yield an immediate result, that book will sit on a desk, or shelf, or get handed to someone else who might have a better use for the information contained within and the service you provide. When your business card is a book, the chance of being remembered increases exponentially.

2) Drive traffic to your website with a free chapter download:

This one sounds basic, but it is so underrated. It is also another area where business owners and entrepreneurs spend a lot of their marketing budget. Our websites are not only where we sell products and services, but also where we educate our potential clients and hopefully capture their email addresses so they can become a part of our ecosystem. The people you want to speak with won't

magically stumble across your page (unless you are spending a boatload of money).

But there is something to be said for the power of a free giveaway. Now we are not suggesting you give away the entire thing for free, but a chapter or two can be the difference between someone visiting the site or not. It can also be the difference between you capturing their email addresses or them leaving as quickly as they arrived. The best part is that you can place this offer for free on all of your social media accounts. You already put the work into the book, don't overlook the potential of leveraging it as a marketing tool.

3) Include QR codes and links:

This strategy works on two levels depending on the types of products and services you provide. The first is to leverage the power of an Amazon affiliate account. When you are an Amazon affiliate, you earn money on anything purchased through your link. So, if you happen to mention other books and authors in your book, insert a QR code for them right below the mention. If someone uses that code to buy the book on Amazon, you will get paid! If they throw other items into their shopping cart on the same order, you will get paid on all of that as well.

This Amazon affiliate account works for any item sold on Amazon. If your book mentions specific types of products you have found useful (microphones, tablets, earbuds – anything at all), don't miss out on the opportunity to drop a QR code and get some additional passive income.

QR codes work just as well for additional products and services you may offer on your website. Most people are lazy or lack the attention span to follow directions to your website if it requires an extra step. There is a higher chance of converting them to a visitor, subscriber, or paying client when the code is in their face.

4) Provide seminars and talks based on the content:

We already know that having a book provides an additional level of credibility to whatever else you bring to the table. This especially holds true on the speaker circuit. Covid may have put a temporary halt to live speaking events in most of the world, but there was a second effect from the shutdown.

Many speakers spent the downtime working on ways to reinvent themselves and stand out from the pool of competition. One of the ways they did this was by writing their first book. For some, it may have been a second or third book, but the point is they invested in their brand. Event organizers, the ones who pay speakers for their time anyway, want to see a book in their toolkit.

When a speaker has a book it serves two purposes. First, it allows the organizers to learn more about the message and platform before deciding if a speaker is right for the venue. The second thing it does is prove that the speaker will have engaging content to share with the audience. There is a reason all of the highest-paid speakers in the world have multiple books!

5) Stuff swag bags for events you attend:

Whether it is the conference you are a paid speaker at or an event you are just an invitee to, swag bags are a nice touch. This combines a few of the leverage items we already learned about but allows you to employ them on a larger scale and in person where there is an immediate opportunity to connect with the audience and convert the relationship.

When you are the keynote speaker or one of several presenters, having something to give the

audience makes you more appealing to the





promoters. Why? Because they are more than likely charging attendees for admission and giving away books and other items can lead to higher profit margins. It is also a nice takeaway for the attendee who will remember you long after the speech is done.

In networking events, it is a good idea to check with the organizer if they have already thought of a swag bag for attendees. Each person in attendance can be afforded the opportunity to include a promotional item from their business and increase the chances of being remembered. Most will probably include pens, notepads, or other items easily lost or thrown out. But remember, no one throws away a book!

6) Recruit new talent:

This option may not work for everyone depending on the nature of the

business, but for others, it could be the difference between expansion and burnout. Much like books can

educate a consumer or client on your area of expertise, they can also serve as a training manual for other professionals you may want to bring into your organization.

Books can impart both technical and intrinsic knowledge. The technical side is what you do and how you do it. Conveying it in an easy-to-understand way can shorten the learning curve and training time for new employees. Intrinsic value can be as simple as giving people a glimpse into the culture of your organization, your leadership style, or your personal story.

Let's say you wanted to open a new office on the other side of the country. Maybe you have potential employees in mind already, maybe you don't. The book can create interest in the position as well as supplement a training program. The more specialized your skillset or industry, the more beneficial it is to have all of this information in a centralized document. What better than a book?

7) Expand your marketing funnel:

In the professional services space, providers often offer several ways for their clients to work with them. Courses, training videos, courses, books, and private coaching are all viable revenue streams. The reasons a client may opt for one service over another can have a lot to do with price, but at the root of it, chances are they have a problem to solve and trust that provider can help.

Purchasing private coaching or

consultations from a provider you don't know can seem like a costly investment, so people tend to start small. How many times have you dropped a few dollars to a few hundred dollars for a training course? How many personal development books are sold every year across a range of categories? The reason for this is because they are small, comfortable purchases. They help to get a client acclimated to the way the provider does business.

The truth about courses, videos, and books, though, is that most people never take action on the content no matter how good it is. There is a level of self-discipline and motivation required, and no one is there to hold them accountable. It is common for the same person to purchase a course, video, and book from the same coach or consultant and love the content, yet still decide they need the personalized service. The more tools you have in your funnel to bring clients into your universe the better!



Matthew Harms is the founder of Pen For Hire NYC, a ghostwriting firm.



Beating The Broken Cookie Effect™:

*Price for Value and
Stop Settling for
Crumbs*

■ By Patty Block
Founder of The Block Group Inc.

Growing up, my mom made these fabulous cookies. The whole house smelled good, the cookies were warm and gooey - I mean these were seriously good cookies - and my entire life, I watched my mom eat the broken cookies.

It wasn't until I was a teenager that I finally thought to ask, "Mom, why do you only eat the broken cookies? Do they taste better?" She just laughed and said, "No, I eat the broken cookies so you can have the whole ones!"

Fast forward many years, out walking one sunny March morning that it hit me: that's what we, as women, are doing in our businesses! We eat the broken cookies and everyone else - our clients, our staff, our families - gets the whole cookie.

The Broken Cookie Effect™ is what I call this false belief that we can't serve others and make a lot of money - somehow that you can't do both.

No Wonder There Are Only Broken Cookies Left

As women, we're taught to put others first. I get it - but here's something important I've learned as a parent. My physical and mental health directly impacts the well-being of my kids. Putting myself last doesn't serve anyone.

In my work, advising women business owners how to generate more revenue with less stress, I see this same issue time and again.

We are all juggling competing responsibilities, with family, home and business. Often, there is a gap between knowing what you

need and getting what you need. Realizing you don't have to take the leftovers in the cookie jar can help you bridge this gap and embrace your power.

It is surprising how often my so-called Broken Cookie Effect™ came up in my market research. I asked: 'what would you do with an extra \$100,000 in your business?' There was no hesitation: hire more people, give my staff raises, have a company retreat. All lovely ideas, but what happened to mama?

Every Cookie Needs a Cookie JAR

As I dug deeper, I learned that women are feeling guilty and greedy - like they don't deserve the whole cookie! But here's the truth: you can serve others and make more money!

So what do you gain with more revenue?

- The power to choose ...
- The power to overcome limiting beliefs and create change ...
- The freedom to make choices for yourself and your family ...
- The flexibility to live your best life and accept only the opportunities you select ...
- The ability to increase your impact in your community ...
- The muscle to make your company everything you dream it can be ...

This is what I call Justified Additional Revenue (JAR!) - and that starts with pricing for value.

Does this describe you?

- I avoid things like raising prices and having difficult

conversations because they feel like conflict.

- I feel like I am running in place, trying to round up more and more clients.
- My revenue is unsteady at best and arrives in wild swings, at worst.
- I struggle to grow my company with more revenue, not necessarily more work.

These are all symptoms of The Broken Cookie Effect™. The angst we feel about selling our services and asking for money. The frustration and inefficiencies of creating a new model for every new client.

Pricing for value is a huge roadblock for women. In fact, it's a bigger challenge than I initially thought, because it's about mindset rather than skills.

We, as women business owners, often undervalue ourselves and underprice our services. I think of it like 'dart-board pricing', letting chance and hope direct us!

The Secret Ingredient

Everyone thinks you must work more to make more, but by building a pricing model that aligns with the value you deliver, you create consistency and flexibility within your business.

The vast majority of small businesses are operating with outdated pricing models (yes, 'hourly billing', I'm looking at you).

There is a lot of fear underneath your pricing - fear that you'll 'price yourself out of the market', lose clients or not be able to attract clients.



Fear that you'll get pushback and won't know how to handle that. Fear that you won't know how to talk about your pricing or how to answer difficult questions. Fear that people will think you're crazy to price the way you do!

When you optimize your pricing model to align with your services and the value they provide for your ideal buyers, you naturally open up more opportunities to be able to hire quality staff, put in place the infrastructure to support your continued growth, and may find you don't actually need to serve more clients.

The Secret Ingredient and the quickest way to generate more

revenue with less stress is to build a structure and rationale for your pricing.

You'll notice I'm not talking about raising prices. You may need to and you may want to - but the key is having a structure.

The Pitfalls of A 'Cookie-Cutter' Approach

For service companies, there is no supply chain and most of our funds are tied up in paying staff. So when it comes to pricing, we're guessing - and we're guessing wrong.

What works for another company is unlikely to work for your business. The key to a great pricing model is to make sure it aligns with the value

you bring to your ideal buyers.

Effective pricing is not some simplistic formula - it's a framework that works every time you speak with a buyer. You feel comfortable and confident talking about your pricing because there is a reason behind it. It's not personal - it's structural.

Your buyer will understand it better and be more likely to engage with you when they're not trying to puzzle out why you priced the way you priced.

That clarity and confidence will lead to much more effective sales conversations.

Your pricing will be standardized



but customized. You won't be guessing and you won't have trouble communicating it.

Right now, there is no one and nothing that's limiting you in your business except yourself. It's not like there's a glass ceiling for business owners - there isn't. You have all this potential and opportunity - if you can shift the way you're thinking and shift the way you operate.

It's time to leave the broken cookies behind and price your services to reflect the real value. It's time to grab the whole cookie!



Patty founded The Block Group in 2006 to empower women business owners who are experts in their fields. Having seen the same struggles time and again, Patty teaches women how to build powerful frameworks for pricing their services, boosting their confidence and generating more revenue with less stress.

Connect on LinkedIn:
[linkedin.com/in/pattyblock](https://www.linkedin.com/in/pattyblock)

Curious what is blocking your business growth?

Take the Revenue Roadblocks Quiz!
www.theblockgroup.net/my-revenue-roadblocks

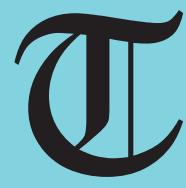


The background features a large, stylized yellow lampshade shape centered against a solid blue background. The lampshade has a wide base and tapers to a point at the top where a small blue circular detail is visible.

The importance of content for speakers

(why copywriting matters)

■ Ghostwritten by Maya Lear Brewer



he matters of Copywriting—the importance of content for speakers.

Writers write. Speakers speak. And never the two shall meet is just NOT true, right!

In our innovative world of on-line businesses, podcasting, author and expert platforms, zoom meetings and networking, social media marketing and sales presentations, we are flooded with opportunities to both write and speak.

And if you haven't yet entertained any of these speaking opportunities, you're shutting off a sure-fire way to connect with your target audience and to build your branding. So get ready to use your voice!

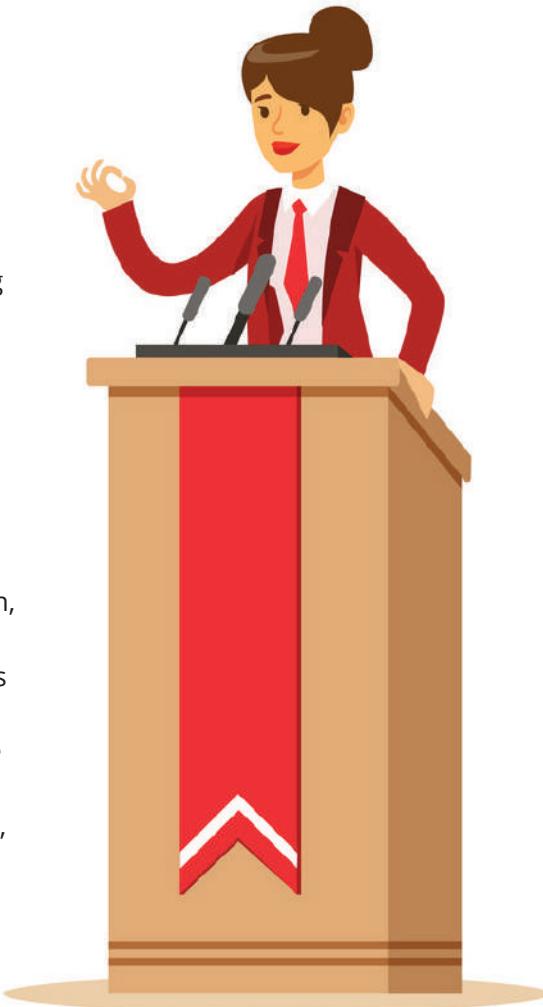
Copywriting matters for speakers.

Effective copywriting is essential for connecting with your audience, for conveying the message about your service or product, for leaving a lasting impression, and for closing the deal. Why else do we give presentations if they're not meant to influence others towards adopting fresh ideas, educating them, or calling them to act now?

Copywriting is what happens before anyone gives a presentation, a speech, or a TedTalk. And for each of these formats, what counts most is the preparation before the speaking that keeps your audience engaged and your message alive. (And there is the speaking part too, but that's for another time.)

Speaking without a plan is like

Copywriting is what happens before anyone gives a presentation, a speech, or a TedTalk.



diving into the depths without an oxygen tank. A stupid waste of time, energy, effort, and breath for both the speaker and the audience!

Without effective content prepared in advance, your messaging gets lost, the audience feels jittery, agitated and uncomfortable (for you). And you lose vital credibility as well as your potential customers or clients. No one wants that!

Connection with your audience is the most crucial component of any effective presentation. You have to research your audience before you'll ever meet them. Doing your homework by figuring out who you'll be speaking to is the silver thread that weaves its magic throughout your content, giving you the edge you need to be heard.

So, let's say you received that dream invitation to talk about your product or service to a national networking group at a convention center in SanFrancisco!

OMG! Where do you begin once the shock has subsided?

What you will say and how will you say it takes asking lots of questions before you even begin typing on your computer or dictating into your notes app!

First of all, it's important to figure out exactly what's being requested of you.

1. Clarify. Are you the main speaker, a workshop speaker, part of a panel of speakers, etc.? Each speaking role requires unique content.

"Use the right language, vocabulary and jargon if you're speaking to industry professionals."



2. How much time do you have to speak? Time allocation determines content length.
3. Is there a theme for the conference or a particular topic they're asking you to speak on?
4. Can you incorporate your products and services into the talk?
5. Is a sales pitch appropriate for this venue and talk?
6. This may seem a no-brainer, but leave nothing to chance. Can you use a powerpoint, a microphone, a podium, etc.? (It's important to know the tech capabilities where you'll be speaking. Surprises are not welcomed in this arena.)
7. Who invited you to speak and how did they hear about you? If someone recommended you, a professional friend, ask them why they recommended you for this particular engagement? Ask them about the conference and audience vibes. What has appealed to them regarding this conference and past speakers?
8. Ask about who attends these conferences? Business professionals, rotary club members, veterans, women business owners, entrepreneurs, parents, artisans, dog-walkers, etc. It's important to know and it helps you develop your storyline for your presentation.
9. How many people will you be speaking to? Knowing this helps set the tone for connecting personally with your listeners.

10. Consider asking for a list of past or current conference sponsors. Researching sponsors and what products they offer can offer you insights for bringing a fresh angle to your messaging that will set your presentation apart.

Once you've gathered these answers about the conference theme, venue and your audience, now consider the following questions for drilling down on your presentation:

1. What topic or product/service will you be featuring?
2. What are your goals for your presentation?
3. Think about who will be in attendance. Do you personally know individuals who may fit your audience avatar? Ask them questions. Challenge yourself to discover something unique about their lives and interests that is different from yours. Use these as talking points or stories in your content.
4. Your audience loves to feel like you're investing in them specifically and valuing them and their time. (They're not after you, the speaker, being just like them. However, they do want authenticity, and a sense of comradery in being human. If they're strong in something and you're weak in that area—point it out. Laugh at yourself.)
5. Consider asking for a list of past or current conference sponsors.

Researching sponsors and what products they offer can help you bring a fresh angle to your messaging, setting you and your presentation apart.

6. What is your call to action and how will you motivate your audience towards engagement?

Your next phase in the copy development process is understanding the basic elements of a speaking presentation like the following:

1. Keeping it simple. Do not use more than three key elements. Use supporting information for each of those three elements.
2. Use the right language, vocabulary and jargon if you're speaking to industry professionals.
3. Simplify the language, terminology, and common jargon when addressing an audience of new business owners, or those new to the industry. You don't need your audience being distracted by all the vocabulary you know. Remember, you're serving your audience when you're speaking to them. And they're giving you their time. Make it count. Knock out any language barriers.
4. Use narration, storytelling and other supporting information and an emotional element to bring your presentation to life. Talk about how your business or service got started, how you got to where you are today, tell

the audience who you are in a not-so-glamorous way.

Now you're ready to draft that compelling presentation!

Effective copywriting matters for speakers. It's all about making connections—with the audience, the sponsors, and with whomever else is in the room. The collaboration of intentional, thoughtful copywriting along with a speaker's seasoned presentation skills gives you the opportunity to explain and educate your audience about your product or service. It's your chance to give the audience a message they will remember.

Whether your presentation is about a topic, a product or a service, you'll have the opportunity to inspire your audience, making them want to change with you—to commit themselves to help be the change they now want to see. You may not be giving a sales presentation per say, but you are selling your idea.

Don't miss the speaking opportunity of swimming with the big fish by neglecting to secure your copywriting oxygen tank!

Insider Exclusive with

TRICIA

Keightley

Founder-WebWorx





My name is Tricia Keightley and I am the owner of Web Worx, LLC. I am a passionate entrepreneur excited about the progression of my business, and excited about how I can help you with your business and brand! I completed my Bachelor's Degree in Web Design in 2011 and began my journey to Web Worx a few years after. I started off with designing/developing websites, but have since expanded to brand strategy, business consulting, course creation and graphic design. My professional life has led me to work with some great people and I have been so grateful to help other entrepreneurs bring their dream brand to life!

When I am not building websites, I am a full-time, single mom to three amazing children. I have a great love for Jesus, working out, and reading. When I get free time I thoroughly enjoy wine tastings. I love to try new wineries. I also enjoy going to the gun range and want to own land someday and shoot on my own property. I strive to be the best version of myself every day. I take pride in the self-development work I have accomplished over the years and want to help others with theirs as well. I am currently working on a self-education book to share with those with a similar drive to improve themselves. Be on the lookout for more info regarding my impending book!

Just like anything worth doing, growing a business isn't always easy. When we look at growth—we often think about

'growing pains.' And it's true—a lot of stretching and enlargement happens with anything that grows, especially with our businesses.

But, imagine this - A networking group online where like-minded people can connect and grow in life and business. Imagine the ability to combine personal coaching with business coaching to help

entrepreneurs like you love their personal journey to business success.

Sounds pretty great right? That's why I'm super excited to sit down with Tricia Keightley, founder of Web Worx, the Soul Setter Collective, and author.

Brea: What are you excited about this year?

Tricia: Great question! I just launched The Soul Setters Collective - we had our very first

meeting and it was amazing - a collective of growth minded people that understand that personal development is a huge part of business success along with life success.

I believe that as you grow, your brand should grow too... It's about who you really are and what you stand for... What your business stands for.

Brea: I totally agree - do you feel like your business has grown with you?



Tricia: When I started my business, my marriage was falling apart, I was figuring out how to be alone with myself, and I realized that I needed to look beyond myself. I was like, all right, now I have to start my own business. I have to start something.

So when a small social media company reached out to me to fulfill clients' requests for websites, I jumped at the chance. Unfortunately, I wasn't happy as an employee - and my drive to start

my own business took over. I must admit I am a free spirit and I want to do what I want to do when I want to do it.

I promised myself that I would replace my salary - and I did in just one month. From that point forward, I paid myself the exact same amount of money that I was bringing home and it just never stopped. I've been blessed with referrals. I've never had to do a lot of sales. My marketing has literally been networking events and word-

of-mouth.

I've been going strong at Web Worx for four years and have a team of 3 working with me now. In fact, my company offers just three (soon-to-be four) things:

- 1. A Branding Package:** This package includes everything from the logo, to a website, to getting launched on social media.
- 2. Modeled Websites:** For those who know exactly what they



want in a website and don't know how to build it, Web Worx can build it.

3. **Website Courses:** For those who would like to be able to learn and do it themselves, courses are available.

That's literally it! And we're growing like crazy - but we're doing it MY way, so that I can spend time with my kiddos (I'm a single mom of 3!), vacation when and where I want to, and support my team.

Brea: That's awesome!! Do you have any tips that could help out anyone who is reading this interview?

Tricia: Yes! I see so many entrepreneurs and business owners struggle to grow a team in their business, so I have a few quick tips for you.

First things first, you have to love what you do in your business.

If you don't love it, then you should hire someone to do the tasks that you don't love so much.

Outsourcing the tasks that drive you crazy helps your new hire, helps you, and helps your business actually scale rather than letting yourself get stuck in bookkeeping, or spreadsheets, or data input.

Brea: Oh my gosh. Outsourcing is KEY! Any other tips?

Tricia: Think about what your clients' need for being visible. Find those people who can create the missing pieces to fill that need.

I started out only building websites for people, but then I started realizing that if I continue to just hand people websites, and they

don't know what to do with them, then it's just like a business card sitting on a table. Maybe it's not as bad as being in the trash, but it's just as bad sitting on someone's table if the website it never looked at.

I realized that my clients needed a way to send people to their websites, so I hired team members to develop and work on the social media aspects so that my clients were getting seen and heard.

Brea: Visibility is so important!

Tricia: It is! I also encourage people to think about giving their clients' audience what they want to hear. Build your team with the right people to make the message heard.

One of the biggest things is getting into people's emotions and seeing what troubles they're having and start marketing to the people from a place of knowing their struggles.

Then you're going to end up helping your clients get their audiences' trust and you start getting more of your own clients too.

Brea: Awesome. What would you say that your biggest lesson in business has been?

Tricia: My biggest lesson? Your business is PERSONAL - not many people will admit it, but it's important that you recognize and embrace that aspect of your unique journey, which is why I'm so excited to help you grow with some quick tips.

My marketing has literally been networking events and word of mouth. It's been my number one source of business. And the result is that I get the type of clients that I

want to have - and you can do this in your business too.

Brea: I LOVE networking!! Any tips there?

Tricia: There's just a couple of things that you need to be mindful of when finding a networking group...

1. It's important to figure out the culture of the group. Find a group that makes you feel comfortable. If you go and see that people are just sticking together, not welcoming or talking to you immediately, then it's likely that you might never feel comfortable in that group.
2. Look for a group that has a business coaching focus rather than a group that just focuses on small talk. Look for a place you can grow.
3. Look for a group that has a personal development component too.
4. Look for a group that meets weekly or bi-weekly. A group that meets monthly cannot sustain quality relationships for growth.

Look for groups that are host to a whole bunch of business owners in different spaces. Groups with diversity will allow you to expand your reach - and learn about different types of businesses.

In my favorite networking group, we literally love each other and we would do anything for each other. There's often tears when we meet - these types of groups are hard to find.



Brea: But how do you build these relationships?

Tricia: It's pretty simple - first you have to show up consistently. Your network is not just those people in your networking group. Your network is literally multiplied by thousands because of all the people that are connected to those people. This is growing your business and branding.

Then you'll want to look for ways to help support the group. "I never thought I would love to do presentations or coaching and teaching people until I became president of my networking group. Look for ways to invest in your local group, even if you're unsure if you have skills in that particular area. When you do this, your growth can be exponential!"

Brea: Great tips! Now that you've shared the how...what about the why? Why do you network?

Tricia: Well, for me, it looks like my new Soul Setters' Collective, an online networking group offering connection, business, and personal coaching for high achievers that are wanting personal and business growth.

My vision for the collective is to combine the idea of personal coaching with business coaching to help entrepreneurs like you love their personal journey to business success.

Want to be part of the Soul Setters Collective? Sign up here: (QR Code)



YOU NEED A BRAND



Coach or Consultant?

Out-of-the-box marketing ideas just got a whole lot easier thanks to...



IN THE CONTENT PERSONALITY™ CLUB, WE'RE ON A MISSION TO TURN HOW YOU THINK ABOUT YOUR CONTENT AND ITS CREATION ON THEIR RESPECTIVE HEADS.

YOU'LL LEARN HOW TO LEVERAGE YOUR CONTENT PERSONALITY™ - SO THAT YOU KNOW EXACTLY WHAT TYPE OF CONTENT TO FOCUS ON, BASED ON YOUR CONTENT PERSONALITY™ RESULT.



A collage of social media posts and a professional seal. On the left, there's a post from Shoshanna French (@shoshannafrench) featuring a woman in a blue dress. In the center, a post from Nina Froriep (@ninafroriep) discusses scaling back content. To the right, a post from Meghan Conter (@meghanconter) about a New Dames contest. Further right, a post from Theresa Puckett (@theresapuckett) about a Bodymind Flow program. At the bottom right, there's a circular seal for "The OFFICIAL SEAL OF The PORTRAIT masters ASSOCIATE RDS & ACCREDITATION".

SCOTTSDALE LUXURY MAGAZINE RETREAT

Print Isn't Dead... It's your New Revenue Stream! Join us at one of our quarterly retreats. Create Your Own Lead-Generating Magazine! Breakfast & Lunch Served Daily.

TO RESERVE YOUR
SEAT CALL
480.241.6954 OR
EMAIL
LEA@SMARTFEM.COM



MAGAZINE



MAGAZINE
FUNNEL



COMMUNITY &
INFLUENCE



SmartFem Media Group
480. 241. 6954



www.Smartfemnetwork.com/retreat
Lea@SmartFem.com



LOCATION LISTED AT

Scottsdale, AZ

