

Connecting Entrepreneurs, Philanthropists and Influencers.

# BUSINESS

BOOSTER TODAY MAGAZINE

THE #1 GERMANY BASED MAGAZINE FOR THE GLOBAL ENTREPRENEUR



**DR. MARTIN  
EMRICH**

SPEAKER AUTHORITY

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# FOUNDERS CORNER

By Sue Baumgärtner-Bartsch

During the third quarter of 2019, due to popular demands, we have been focusing on expanding the magazine **into new industry sectors**.

The Business Booster Today team has been diligently working on this goal. Being connected with industry leaders and hearing their input and feedback is what consistently prompts us to change and to improve. Niche areas, such as **“FinTech”**, for example, will play a bigger role as we move into the 4th quarter of this year.

Due to the fact that our magazine is available through the **e-Journal system** in various airlines, such as **Lufthansa, Swiss and Austrian** to bring amazing value-added content from entrepreneurs and leaders in business to the world, be aware that our magazine is **also available in leading hotels**.

Our business travellers who read our magazines are not only in the air, but we see a bigger trend and need for today's CEO to relax and unwind. Time is fast-paced, meetings happen with laptops in hotels and on the go. Our **standards of excellence** in what we value and produce have always been high quality content that is unique and fresh. We are excited that major 4-5-star luxury hotels are now working with us, and we are looking forward to expand in this area.

As you unwind from your flight, you can now enjoy our magazine in a comfortable setting in your hotel room with a cup of tea or coffee. Hotel chains that provide that feeling of restfulness, unwinding opportunity with a cutting edge, such as the **“The Flemings Group”**, The **“Hotel Palace Munich”**, and **“Mandarin Oriental”**, are already offering our magazine.

The CEO life is a life of change, and consistently demands thinking out of the box, dealing with new regulations, demands, and needs and this **can be challenging**. But it also brings along opportunities for those who are ready to recognize them. The 3 traits of a successful CEOs are:

1. Awareness for innovation
2. Ability to raise the consciousness
3. Readiness to disrupt

The reality of the entrepreneurial life of CEOs is that in order to keep up with change, their ability of thinking outside the box is what allows them to see opportunities and the need for innovation. What has worked 3 years ago for the company, may not be working any longer.

Organizations are prone to die because hierarchical thinking is keeping them at status quo. However, in today's 21st century, status quo is no longer acceptable. CEOs today walk in suits and suitcases, catching airplanes and are connecting people and places in a speed of a second.

The ability to connect with people is what drives these CEOs to **create and expand their companies to a higher level**. The conscious entrepreneur is in the making. And this requires to be able to interact and do business **with empathy and authenticity**. Profitability is no longer the key driver what sets businesses apart. Success is gaining a new meaning as people strive to challenge companies to provide products and services that are in line with the good for society, raising the consciousness of leaders and influencers on a massive scale.

Whether **we talk about Brexit**, challenges in the financial and economic markets or the climate changes and its effect on us as people. It does not matter. Every complaint there is, every problem that arises, every new product or service that gets launched comes with a degree of uncertainty and challenge.

Success means accepting this challenge and being ready for disruption. The bigger the problem, the bigger the challenge, but also the bigger **the opportunity to add value and create “newness”**. Newness comes when we are ready to challenge the masses. When we look back, for example, in Germany in 1997, the “bio-industry” was just in the earliest form

of beginning. You might have seen one grocery store with “bio products” in a city that was it!

10 years later, when we came back to Europe, there were bio stores with bio products popping up in every quarter of the city and the new wave and demand of fresh food and products raised **without chemicals, conservatives and other additions** had arrived. Those who understood the need for conscious living and eating were at the forefront and disrupting the industry.

And this need for quality over quantity is what we are seeing at the forefront as the quest to raise the level of doing business with a conscious mindset that is ready for disruption.

Entrepreneurs, innovators, thought leaders have all one thing in coming: They embrace the change, and keep an eye on what is coming next. Change is something that keeps successful entrepreneurs and leaders excited and is not something to be resisted. Apple and Steve Jobs are examples of this. He changes a product before a competitor can catch up or a consumer can get bored with them.

Business Boosters are **change makers, disruptors and entrepreneurs on a mission**. We give a voice to people, showcase their stories, and as entrepreneurs, we consider what we do not just a job but something that could forever change the world. If you do not think that way, you don't have a mission and you are not on a mission.

With the edition of the Business Booster Today Magazine and our **upcoming special editions**, we are showcasing conscious-driven entrepreneurs, **leading CEOs, thinktanks and influencers** and are providing a platform to share knowledge, to build bridges and to feature the movers and shakers of the business world.



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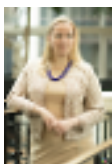
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# HOW TO BE A SUCCESSFUL ENTREPRENEUR IN TODAY'S COMPLEX WORLD.

Interview with Dr. Martin Emrich, Keynote Speaker, Bestseller  
Author and Serial Entrepreneur

**By Sue Baumgaertner-Bartsch (Germany)**

*Sue:* Hey Martin!

I have had the privilege to experience you twice this year as a keynote speaker. Once in Johannesburg, South Africa and once in Nuremberg, Germany. Let me start by saying I truly admire the „infotainment “you offer on stage! But in today's interview, I would like to focus on your „secret recipe “to success as an entrepreneur.

*Martin:* Haha, recipe... ok! I don't really know how to cook! But ok, let's go!

*Sue:* What are the key factors of success in today's complex and global economy? Maybe you can give us an example from your experiences as an entrepreneur?

*Martin:* Yes, there is an example that just happened to me some days ago. An international company was looking for a management coach who would be able to deliver a leadership training in two locations in Africa: One in Guinea and one in Burkina Faso.

*Sue:* Ok, sounds like an exciting challenge!

*Martin:* Oh, absolutely! The first challenge is that the entire training had to be delivered in French. The second challenge was that many providers wanted to win this project.

*Sue:* I can imagine that everyone was hoping – and fiercely fighting for this big jackpot!

*Martin:* Absolutely! According

to my experience, „inspirational leadership “is the most valuable non-tangible asset on this planet. So, to get it, maintain it and improve it, companies are willing to invest a lot of money and energy into an effective and sustainable leadership development.

*Sue:* So how did this end? Who was lucky enough to win this



project eventually?

*Martin:* After two weeks of pitching and negotiating back and forth, I won this project. This made me very happy! But I was also posing the question I always ask, especially when I do not win an assignment: „Please tell me the criteria and the thoughts behind your decision! “

*Sue:* That's an excellent question to ask! What did the client say?

*Martin:* Her reply pretty much answers the question which is the headline of this interview: „What does it take to be successful in today's complex world? “And I would categorize her response into three key factors: Language, branding and competence.

Let's call it the ingredients of my secret recipe. Let me elaborate on

these three:

## **1. Language Skills:**

During the „beauty contest “, the client conducted a video-interview in French with each potential provider. She had made negative experiences in the past with trainers who just claimed to speak French, and then didn't really. So obviously, I had passed her „French test “conducted by her via video-conferencing. This was quite a shock for me by the way because after speaking in English for an hour, she abruptly switched to French.

To deduct a general rule from this, my recommendation is: „Speak your client's language! “And in today's global economy, it is absolutely crucial to be fluent in 2 or 3 foreign languages. It's a „must “, if you want to be a global player.

## **2. Personal Branding:**

The client said, she had, of course, googled my professional background and had found out two facts, which convinced her of my excellence and clearly differentiated me from all the other potential suppliers:

- She saw that I had won the „African Speaker Award “this year in Johannesburg, South Africa. For a keynote speech on „Being a leader in today's complex world “.

- She saw that I had written more than 50 books and scientific publications about „leadership

“and related topics. Some of them bestsellers. So here, being an author helped to be perceived as an authority and my books lead to a booking.

Again, to deduct a rule, I would say: „Create your own brand!“ An integral part of this brand should be awards you've won and books you've written!“ Should you have multiple rewards and multiple books, present only those rewards and books that are relevant for a given client and for the given topic!

## **3. Competence:**

She was impressed by the fact that I have a PhD in industrial and organizational psychology and also an international certificate as a business coach. She told me that most of the other potential suppliers did only have local certificates and were not accredited as trainer or coach by an international association.

My general rule I deduct from this is: „Internationally recognized qualifications do still





count! Probably even more than 10 years ago. Make sure you work hard to get them. And then show them!

*Sue:* OK, I see what you're saying. Your hypothesis is that language, branding and competence are highly relevant to win projects.

*Martin:* Yes, and winning projects is what keeps individuals as well as organizations alive!

*Sue:* OK, I am getting your drift!

But this only works if you have managed to acquire all these qualifications throughout your life. I personally know a lot of people who only speak their native language, have not written any books, nor have they won any rewards. And they have no MBA and no PhD. So, everything you have just said may seem a bit out of reach for many of our readers! Can you give some recommendations on how to boost individual credibility by working on the three areas language skills, personal branding and competence?

*Martin:* Oh, yes! There are little steps that everyone can take. Rome wasn't built in one day. But there are first little baby-steps that you should start taking now! And then be persistent and pursue your goal!

### 1. Language Skills:

Don't travel to other countries as a tourist! If you truly desire to learn a specific language, dedicate a couple of months to

live and work in this country. And for the full immersion, go alone and avoid people in that country who speak your native language! This is how I have learned Italian, French, Spanish and English.

### 2. Personal Branding:

For awards, look out for contests and competitions where you can win awards that are relevant to your industry.

Should you, for example, work as speaker, coach, consultant or facilitator, we can offer you a stage where you can present a topic of your choice and, thereby, win the „European Speaker Award“:

***This award has helped many people in the past 10 years to be invited to TV shows, radio interviews or to be featured in magazines and newspapers.***

For more information (in German language), visit:

[www.emrich-consulting.de/european-speaker-award/](http://www.emrich-consulting.de/european-speaker-award/)

For books, my secret to success was to publish books not only by myself, but together with other authors. This network of authors can offer tremendous emotional support during the sometimes-demanding writing process. But it can also be crucial to have multiple authors when it comes to market the book and turn it into a bestseller.

Just now, we are starting a new

bookproject, for which we are looking for a total of 20 authors. Our project leader, Yasemin Yazan, has a great experience in creating bestsellers.

### 3. Qualifications:

Benjamin Franklin said: „An investment in knowledge pays the best interest.“

And I couldn't agree more! I personally know many managers, where an investment in an MBA (Master of Business Administration) lead to an MBA (Massive Bank Account).

Should you want to work internationally as a coach, trainer or consultant, we highly recommend a certification issued by the International Coaching Association. You can get a certification here either as a business coach or as a speaker and trainer.

For more information concerning this opportunity, visit:

**[www.international-coaching-association.com/](http://www.international-coaching-association.com/)**

*Sue:* Ok, thanks you so much for these concrete ideas on how to improve and grow.

I am sure our readers appreciate this service very much.

Now what about this project that you conquered in Africa: What are the next steps here?

*Martin:* My sister is a French teacher. So currently, she is supporting me to make my language skills great again.

And then, in December 2019, I am working for 2 weeks in Guinea and then, after a short Christmas break in Germany, another 2 weeks delivering the same leadership training in Burkina Faso.

*Sue:* Well, then, bonne chance pour Guinée et Burkina Faso et bon voyage!

*Martin:* Merci beaucoup! Et merci bien aussi pour l'entretien!





# WHY UNCOVERING YOUR 'WHY' IS CRUCIAL FOR ENTREPRENEURIAL BUSINESS SUCCESS – THE TOP 5 REASONS IN UNPACKING YOUR WHY!

**By Stefanos Sifandos (USA & Europe)**



German philosopher Frederick Nietzsche once said: “He who has a why can endure any how.” Knowing your why is an important first step in figuring out how to achieve the goals that excite you and create a life you enjoy living (versus merely surviving!).

Being around children assists us in understanding the most fundamental drive of what it means to be human. To query, to explore and to know – but more specifically to know ‘why’? It is our why in life that determines the lives we live. Children are the grandest innovators and are infinitely curious.

It is by placing themselves in the realm of endless curiosity as to ‘why’ does life happen that allows them to grow exponentially. There is a tremendous parallel drawn here, between the life of a child and our grandest vision for business.

Even from a young age, we know intuitively that the motive, purpose and drive behind any course of action is the most important facet to any evolving end state and story.

When it comes to your business or rather your service to the world (and it does not matter at what stage of growth you are at) intrinsically knowing and deeply connecting profoundly to your ‘why’ and to what drives you with zest, inspired action and plain passion will assist you in remaining focused, present and committed to your dream whilst simultaneously and quite naturally attracting and engaging like minded persons to be an integral part of your mission.

Life and especially the volatility of business will fluctuate. By fluctuate we are speaking directly to the organic ups and downs of life, business, relationships, people, circumstances and simply the manner in which we move through the world.

There are multiple reasons why many of us choose the path of service and become entrepreneurs or business owners: drive to

improve, evolve and upgrade our collective systems, enhance humanity, add value to our sociocultural norms, personal satisfaction, creative independence or financial autonomy are some. Yet all of these reasons or why’s have something in common. At the core, they all are about freedom; giving and expression of one’s true self.

When we marry our internal and external worlds, we are in harmony and we are experiencing authenticity. When our behaviours align with our thoughts and belief systems, we experience clarity of being. But what does this have to do with our why?

Well this authenticity and clarity allows us greater access to our creative faculties and we are more likely to live in openness, truth, prosperity, authenticity and in alignment with our why. Remember, it is our why that is grounded in deep inspirational roots of being and it is in an inspired state of being that we are:

- Highly productive
- Deeply contemplative
- Joyous
- Blissful
- Real in our behaviours
- Have and feel meaningful purpose
- Are profoundly connected and
- Sincere in all that we do

To know our why allows us to ultimately live in deep meaning. We needn’t be motivated from the rational and conscious mind. We are innately inspired and driven naturally to align our actions with our inner most truth. It is this process that allows us to experience deep meaning and fulfilment in our everyday lives, which ultimately leads to congruent happiness.

This state of being is contagious. Act from this space with a clearly defined and well-aligned goal for your business that is in tremendous service to the world and you have a complete recipe for success. You will attract well-intentioned and well-aligned people that will share your vision and support your journey as you support theirs.

Knowing your why also liberates you from suffering and tension. And both of these combined in business stifles growth, detracts you from your authentic service, limits your reach, capacity, potential and causes confusion in your business model.

That liberated state can come in many different forms: the freedom to innovate, be agile and robust in decision making in order to ensure as many people as possible have access to your service rather than waiting for corporate green lights; the freedom to offer a product or service that does business differently, incorporating a perspective of social equity or; maybe the literal freedom to enjoy other aspects of life. The reality is having clarity on your why, will allow you to move freely in your business and service.

So, how do we identify with our why? Below are 5 ways to connect to your why, gain clarity in your direction and begin to lead from an empowered state of being.

1. Connect to your inspiring story. What inspires you daily? What do you live for? What interests you profoundly? What is your purpose in this life? Why do you awake in the morning? Asking these key questions will open your heart and soul up to your creative nature and allow you to connect deeply to who you are and what you wish to be. If you are interested in understanding your purpose in life go here to discover 3 powerful modalities in discovering and living your purpose: <https://www.stefanosifandos.com/>

2. Be of service. It is rarely solely about the money. If you are only driven by money, you





will not be successful in a transforming world that is valuing service, meaning and authenticity more and more. Step in to your authentic truth, be in your business through a position of meaningful service to others and the Earth. Tackle grand problems, observe closely what is required to innovate our sociocultural and socioeconomic systems. What issues can you lend your expertise to solve large-scale, global issues? Be definitive with respect to an area of life bigger than you that you can be of grand service to. Make this a life-long mission – one that is sustainable and where you thrive.

3. Legacy building. What ‘why’ can you attach to your business that leaves and LIVES (makes impact in the now) a legacy for others to also follow and are deeply inspired by? Knowing your why allows the how to simply flow with ease, joy and glory. You will define creativity not intellectually, but by simply being engaged, because you are so present in leaving a legacy and business that is sustainable and contributing in nature that you will be unstoppable in your resolve.

4. Identify your strengths. In *The Element*, Sir Ken Robinson says that our element is the point at which natural talent and skill meets personal passion. When people are in their element they are not only more productive,

cohesive, connected and authentic, but they add more value to those around them and enjoy more personal and professional fulfilment. Accordingly, it’s also often where they also tend to make more money! Ask yourself where you excel? What you are good at and have been cultivating skills in for some time? Are you able to see patterns and opportunities amidst complexity? Are you creative, naturally adept at coming up with ‘outside the box’ and innovative and agile solutions? Are you a rule breaker with an innate ability to identify where the status quo and dominating thought paradigms of our time are of no use? Are you brilliant in the details (are you mechanic archetype), proficient at executing detailed projects with a precision? Or are you an excellent communicator, technocrat, diplomat, networker, leader, and problem solver or change agent? Because what the world needs is people who have come alive.” Indeed they do.

5. Recruit the appropriate emotions. This is empowering and deeply powerful. Recruit the internal emotional paradigm you require to set your heart on fire and drive you towards heart based business practices that will add value to the world. Understanding our emotional frameworks and being emotionally intelligent and literate will allow us to flow deeply in to

our committed service to humanity and Earth through our business. These healthily expressed emotions will fuel our desire to give, to achieve, to be and to flow in service to our own journey and to the path of others.

In this day and age, businesses are more than moneymaking machines. Creating wealth is by no means shallow or useless. The material wealth paradigm plays an integral part in our society and when we understand its true nature, energetic value and place in our reality we can leverage it for wonderful achievements. But if we rest the laurels of our successes and reasons for engaging in business solely, we will lose or dim our internal flame of inspiration fast.

In a world that is collectively valuing more than just commercial gain, shareholder optimisation and financial acceleration at any cost – connecting to our why as entrepreneurs and business owners is crucial in innovating and transforming this world from a place of selfish, destructive and unsustainable commercial and economic practices to a set of practices that are inclusive, sustainable, value adding and meaningful. ✨



# BUSINESS CYCLES AND HOW TO DEAL WITH IT'S EFFECTS

By Raluca Gomeaja (France)

Like most things in life, in business or entrepreneurial journey things **may come in waves**. It may happen all in the same time a lot of **clients, a lot of projects, a lot of results, and profits** which some of what may be called good times or bad times: few to no clients, few to no projects, no profits.

It is quite amazing, how clients from different businesses, sometimes from different countries may need the specific services and products provided by your company exactly at the same time, sometimes exactly during the same day. Funny enough they are all great clients and prioritizing may just get impossible; at times resulting in turning part of them down.

And out of the blue, without any “logical” reason none of your bids are successful, all of the potential clients start having other issues, like no money, or something happened in their life and need to postpone the project with your business.

Situations like this happen, and every now and then is almost like Murphy’s law. Yet when it happens to us, we may not feel like laughing on the irony.

Business people rarely talk about this topic. In real life, **nobody prepares entrepreneurs** for this “strange” reality. Running different businesses and working with clients on improving theirs I noticed how business cycles affect not only the business but its **business owner** as well.

Here are the 5 learnings:

1. **Whatever you do to get the results wanted may not pay back right away;** but it will. Put it differently, your investment of time, energy, money will pay back; it is not because you do not have a new client this week or this month that the new client will not come along, as long as you keep working on improving your product and services to best answer clients’ needs. It is part of what we call time to market (not only the time to produce the product but also for the product to get

noticed by potential clients).

2. **The time when new clients are not signed-in or current projects go on hold, is not necessary a bad time.** It is an opportunity time. Because it means time. Time for doing highly important “activities” that due to daily operational routine may not get enough priority. This is when you may come out with new business ideas, or new strategy.

3. **The so-called good times busy times,** when your business is making a lot of profits, may not be that good after all. Is definitely good for money, yet it may affect your health, your team, and overall may not encourage improvement. Why changing something that works...

4. **Having one single revenue line is too risky.** Any business will take an average of 3 years to start producing real money, except some of zero cost-based consultancy where results may be faster. Even when a period of “no new clients” is starting, if all results are based on the same profit line, that may translate in no money at all coming in. When you can’t have two business lines, at least have different price-based services to provide for different lines of clients (small, medium and large for example).

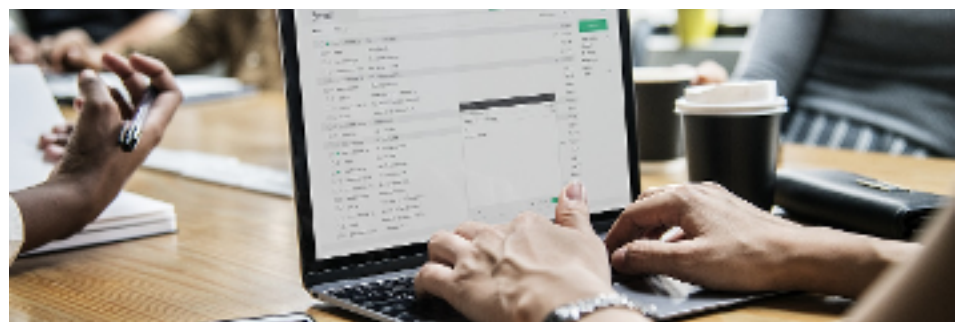
5. **Whatever your business, save some money for bad times.** On a personal note, I recommend having at least **6 months full expenses** in a different savings account. Because when your business may go low, and it will, as every business goes through cycles,

you may not be able to pay yourself a salary. Or not to the extend you used to. In those time, having some specific savings not only will get you through without a lot of worrying, but it will allow you to stay focused on the action plan to get back on track knowing for certain that: 1. Things will go back on track as this is what business cycles show, and 2. Till that time there is no need to worry as you are covered. The high advantage of not worrying about the future is that you spend your energy on the right places instead of consuming it on things that may be out of your control.

When start building businesses, **some may simply look for fast results** and easy money making. Real entrepreneurs do not dream: if this was easy, everyone will do it. They take actions and work hard.

They do not compare with others who have been on the journey for long enough to see results. Before they become big **most successful people struggle through real moments of doubts, failures**, sometime depression. Being an entrepreneur and running a successful business it is not just a walk in the park on a sunny day. Those **low times will come** and most probably more often than the good high moments.

How a business owner **deals with the low cycle** is important as study shows important personal impact on business people who identify themselves with their business.✦









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ROBERT T. KIYOSAKI



# DON'T MAKE THE BURGERS

By Mona Tenjo (Germany)



One of the best known authors of financial literacy, Robert Kiyosaki, described in his book “Cashflow Quadrant”, what the main difference between a self-employed person and a business owner is: The self-employed person trades his time against money while the business owner creates systems and processes to continuously generate income detached from their personal time.

This description summarizes greatly what the main point of working **ON** your business is.

The self-employed person **sells hours**. They find new clients, sell their services by the hour and fulfill the orders. They are – according to Robert Kiyosaki – the players in the Cashflow game that suffer the most. They have no job security and are responsible for their personal income. Their maximum income is limited by their personal time and if they get sick, it hits them hard financially.

The business owner on the other hand, creates his business in a way that it can run without him. He creates organizational structures, responsibilities, systems and processes that can run any time.

A good example is the comparison of a small local restaurant vs. the big golden M-restaurant chain that we all know – the one with the clown.

The local restaurant is highly depending on their owner or chef. If he or she is sick, the restaurant has a severe problem. The fast food chain is always open. The central person in creating brand awareness, Ray Kroc, was not even a cook. He died in 1984 and the business never stopped running.

You may argue that you are not a huge franchise company and that this is not relevant to you but stay with me – you will see why this is relevant for you.

Most businesses start with a founder who risks a secure job by starting his own business and become self-employed. And there is absolutely nothing wrong with that. In the

beginning, the founder will have to complete most tasks personally just to get the business started. The issue is that many self-employed founders remain in this working mode. They run their business the same way they started it 5 or 10 years ago. They still trade their time for money and the business relies 100% on the owner and his performance. If the owner isn't doing well, the entire business suffers. Usually, such businesses close down because the owner retires or runs out of money. Self-employed owners mainly work **IN** their business.

To make the shift to the business side of things – which, according to **Robert Kiyosaki**, is the place you actually want to be, because you will be able to generate much more money with less time and less personal risk involved – you need to start working **ON** your business.

If we think back of the big golden M, what Ray Kroc did, is not to think like a chef, but to think: “If I want to take the business somewhere else and I can't be there personally, what do I need to put in place to make it work?” What he did seems boring for many business owners because he documented every step and created checklists and guidelines. He defined roles and

responsibilities for every job position in one restaurant. He installed reporting systems to track the correct implementation, which guaranteed that every new hire was trained to perform exactly as he wanted – even when he was not there.

He put his focus on making sure that the business runs without him. He monitored, corrected and intervened when necessary, but he wasn't making the burgers. This is what working **ON** your business means!

In order to reach this status, you need a change of perspective. I know how this feels and that can be very tough for many business owners. It's your business, your baby. And I understand that you don't like to give it away. But just as with children, you need to give it space to grow and not micro-manage it. Be the leader and not the soldier. Don't make the burgers! Build a system that makes you money. – What is your vision for your company? Where do you want to take it to? How do you want your business to look like?

The jump from being self-employed to having a business requires thinking strategically, systemizing your business and building teams to implement your vision – or in short: It requires to **WORK ON YOUR BUSINESS**. ↗





# GAIN FINANCIAL FREEDOM AND OWN YOUR HAPPINESS

By Katrin Israel (Estonia)

What does "financial freedom" mean to you? A huge savings account, or getting a million-dollar retirement, or perhaps owning a hefty investment account? Maybe, all three? But come to think of it, maybe it also means getting paid for doing what you love. Can you imagine how great it is to earn money for doing something **that you're so passionate** about?

Here, I'll explain 3 tips that will help you gain financial freedom and take control of your life to eventually create something you've always longed for - true happiness.

## 1. Love what you do or don't do it all.

Many people complain every day at work because they're not happy with their jobs. They hate their bosses and despise their colleagues. Would you rather choose a job you hate that pays enough to retire at 45, or a life you spend doing something that brings you joy?

In all success stories, there are difficulties. **Nike's founder Phil Knight** had his share of numerous failures. For 15 years, his company was in debt despite having huge sales. Phil could have quit and filed for bankruptcy during those 15 turbulent years but he never did.

Do you know why? He had that **unwavering passion and tremendous faith** that the Nike brand will become big. His love and dedication to his craft eventually made him very successful. Today, Nike is literally everywhere. 5 out of 10 people you meet are wearing Nike - there's that kid who just got a new bike and wears Nike, or that old man from across the street who jogs at 4am in his Nikes.

If Phil had quit, Nike wouldn't have become the empire it is today. His story teaches us that in doing what we love with continued enthusiasm, success will follow us everywhere.

## 2. Surround yourself with successful people and success will follow you.

As children, we dreamed of what we wanted to be when we grow up, but reality sets in as we grew. Let's face it -- we need to go to school and graduate from high school. Then, many of us were pressured to go to college and had to decide what course to major in. After graduation, the ultimate next step was to find any job just to get us out of the house and escape the pressure around.

Many people ended up in jobs that led them to satisfying careers, but others were not so lucky. Some only get paychecks enough for them to get by, and there are some who didn't even get a job at all.

So we realised that the dreams we had in our younger years have slowly faded away. But it doesn't have to be that way. What if I tell you the moment you **find your WHY** and start surrounding yourself with the right people, everything can change?

I have a friend who struggled in his early 20s because he lost his first job at the same time he found out he's about to become a father. Can you imagine being that young and jobless man with so much responsibility on your shoulders? But sometimes, **the hardest times lead to the greatest moments** of your life. You just have to always keep the faith and find your Why! Always remember that pain is temporary but giving up is permanent.

So, how did my friend cope? He found his

WHY and was willing to do whatever it takes to make things happen. He knew **he needed to change and took action**, so he surrounded himself with the right people - successful people with positive mindset who encouraged and supported him.

Look deeper to find that Big Why and focus on it! What is your WHY? For my friend, it was his child who motivated him to get healthy, wealthy and happy.

## 3. Whoever said money does not bring happiness, didn't have any money at all.

I don't agree with people who say money never brings happiness. Having money helps you solve problems because you get to worry less about your expenses, you can do what you want, with who you want and when you want.

Warren Buffet once said, "Only when the tide goes out do you discover who has been swimming naked." If you're not there swimming naked, then you have not discovered financial freedom. Don't get me wrong, it's not always about the money. But I also don't agree with the saying, "Money is the root of all evil" -- because it's not the money that's evil, it's the person behind it.

The results of your passion will give you happiness. Yes, there will be a lot of sacrifices because success doesn't come easily. You need to know what you're willing to give up to reach your goal and then just start doing it!



# GROWTH MINDSET – FOUNDATION TO BUILDING A STRONGER TEAM CULTURE

By Christopher Salem (USA)



Why a growth mindset methodology would be considered as a foundation to building a stronger team culture?

The reality is there really never was a foundation to begin with all at anyway. Many small to large businesses would cite traditional leadership and a talented staff that work effectively together. Fact is that since there was never a real foundation to begin with that has led businesses to operate in a co-dependent way with each other and their customers. Again, why would a growth mindset methodology being the answer as the foundation? Let's first look at what growth mindset means.

Growth mindset is the understanding that **abilities and intelligence** can be developed. Dr. Carol Dweck, a professor of psychology is the pioneer of the term "**growth mindset**". Her research over 30 years has changed how people can get smarter and accomplish amazing things when we believe we can and understand the effort to make it happen. This leads to higher achievement.

Often, business leaders interpret a **growth mindset** when one is open minded and has a positive outlook. A growth mindset in reality is something we evolve with experience **embracing a process** and not just focused on the outcome. It means shifting from a competitive to a **collaborative environment** where businesses reward not just the effort and outcome but also the learning and progress.

However, this does not mean either one because outcomes as a result of effort embraced within the process do not happen without applying what is learned. Desired results following a growth mindset methodology are achieved with commitment to the process which includes **applied knowledge and experience**.

Finally, mission or vision statements are something most businesses have but rarely execute in reality. This is because their true core values and principles are not in alignment

with the organization. It is saying that your company is innovative but in reality, is conservative taking little to no risk.

Organizations that have a growth mindset foundation encourage on-going learning, risk-taking, and making mistakes to learn and grow. They reward their staff for important risks taken and lessons learned, even if the project did not meet its original goals. They understand the process has setbacks and challenges, but with commitment to these values and principles, they will prevail long term to do bigger and greater things.

**Businesses grow** from a growth mindset methodology not just by what they say but through **being the example**.

So how do you develop a growth mindset? It starts at the individual level. It is an **inside job** that leads to external rewards long term and not the other way around.

The foundation is **built on core habits and disciplines** that lead to **clarity with thinking, communicating, and leading**. This clarity leads to be more decisive such as risk-taking depicted above, and finally taking massive action. What are some of these core habits and disciplines?

1. Meditation
2. Journaling
3. Organizational task (ex. making your bed daily)
4. Reading everyday
5. Resistance / Cardio exercise routine
6. Eating nutritionally dense foods
7. Have daily specific systems and goals in place focused on priorities that matter first
8. Taking some time each day to re-charge

The most important thing to remember with these habits and disciplines is "**consistency**". Patterns that are positive cannot result from once in a while. They must be consistent. Business leaders can be the example of engaging in these habits and disciplines daily rather than just telling others how, when, and

why to do it. Lead by example as the process and desired results are observed by others. This in timer helps to **shift work environments** from co-dependent to **interdependent** where everyone takes responsibility along with accountability for their tasks but yet can come together through collaboration to grow.

**"Leading by example comes from empathy and kindness and not pleasing and enabling."**

A growth mindset is always work in progress and embracing the process. It can truly be the foundation or anchor that empowers each individual to be responsible along with being accountable to find alignment in some way with their core values and principles with the organization.

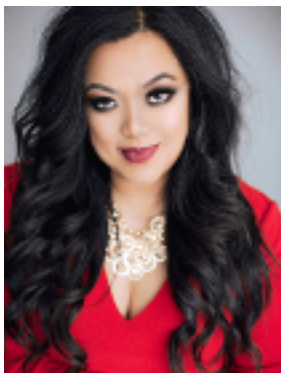
These individual efforts and work in progress coming from empathy, kindness, and leading by example can bring a stronger team together collaborating interdependently toward the business's long-term vision. It brings clearer role clarity & collaboration, support of one another, active listening with effective communication, and the ability to solve challenges and offset conflict more effectively.

Start today to see how a growth mindset methodology can **be the new foundation** for your business to build your **value statement and align to your long-term vision**. It always starts with you and then coming together with other people to build new products and services that a make difference in our world.

To your health & prosperity,

Christopher Salem ✍





# THE ROAD CALLED TRANSITION

By Melody Garcia (USA)

“I’m going to turn you into an entrepreneur yet one of these days” said one of the most influential and globally known entrepreneurs I’ve come into space with. I remember sitting across from this man, shaking my head and saying “No, I’m ok right now”. He just laughed and his exact words were “You don’t know what is out here Melody and the impact you can make. You would kill it. You also don’t probably realize your own potential. I want you to play big!”.

This was 3 years ago. In 2018, due to a series of “life altering” moments that shaped up, brought me to a hard decision to let go of what was once comfortable and **safe in the corporate world** and took a leap of faith into this roller coaster life called Entrepreneurship.

Leaving a structured and comfortable 6 figure salary to the journey of the courageous unknown, paved the way in having an adventure of a lifetime and global impact that continues to unfold with incredible alignments with some of the world’s most respected elite game changers, public figures, politicians and global exposures and the launch of 2 of my own LLC’s Luminary Coaching and Consulting along with Life Unscripted LLC. Today I share some of **the transition lessons** I’ve experienced in my own life being “unscripted”.

**Lesson 1:** “The Deepest Pain Becomes the Catalyst to your Purpose”

No one is spared from adversity, tragedy, pain, betrayal, and loss. It comes from many different facets. If you find the courage to see things through all the valleys, there is one truth that prevails. Those who found the courage to go through and grow through placed them in direct path of their destiny, of their purpose and their calling. The deepest adversities I had faced became the platform of my own authority.

Never would I have thought the words “influencer, impactor, game changer and “she moves nations” would be the associated adjectives but here they are. A commanding presence felt, seen, heard and read about from

so many platforms because the seed of truth planted in my journey blossomed the moment I said Yes to the unknown.

**Lesson 2:** “The Importance of Vetting”

Corporate life had its own challenges and one thing that has been consistent with Entrepreneurs that have made the leap of faith is there was a feeling of suffocation, of hitting that ceiling of not being valued or heard and a deeper yearning to pursue passion over stagnancy.

The **Entrepreneur world is a different “monster”**. If anything about this journey has taught me is the importance of vetting. I was so impressed earlier with many subject matter experts and willing helping hands until the cloak was unveiled, and the ugly truth showed up. I have seen and experienced some of the shadiest characters, opportunists, and the levels of lack of integrity have been an eye opener. Finding out who their characters really are, was disappointing because it differed greatly from their own portrayals in public spaces and social media.

It is therefore **critical to look** for evidence of results, of credibility outside their own “ego” centered posts. Protect your brand, protect your ideas. As Steve Sims had stated it “In business, they don’t want you- they want what you know and who you know. Acknowledge this and charge accordingly.” Elena Cardone further add “fiercely defend your empire, the attack usually comes from within.”

**Lesson 3:** “As your success grows, so does the silence of those who used to support you”

When confidence walks in the room, it will trigger the insecurities of others because your search for growth will make those not reaching for anything reflect on their lack. Once upon a time you were amongst the average and they applauded your accomplishments.

However, when greatness starts showing up and your trajectory starts a meteoric rise, the same people will turn on you or distance themselves. I had the opportunity to interview Trent Shelton in 2018 whose video “

Everybody isn’t your friend and Friends spoken word video” has been viewed over 200 million times with several million shares! He specifically addresses this and closed it with his signature 2 lines that goes “***Make the World respect your Greatness and It all starts with you!***”

Be prepared in knowing your circles will change, it will get smaller in your quest for the next higher levels. In the end what matters is quality over quantity. Be in a community that holds you accountable to your goals and results combined with motivating you to get there. Remember you ultimately attract who you are but equally attract what you still need to heal so be cognizant.

**Lesson 4:** “External Success does not Necessarily Mean Internal Happiness”

It’s been said that good leaders hunt for wisdoms as though it were diamonds and rubies. It’s easy to be blinded by the spotlight and successes of others however, have you taken the time to truly learn about their internal values?

I’ve come across a few “high functioning depressives” in this Entrepreneurial world. External validations of successes were evident. The eloquently spewed motivations and words that moved the masses. Incredible amounts invested in personal development and growth, some toppling over half a million dollars yet I look at their personal relationship that have failed repeatedly while professional relationships soared.

I’ve seen their lonely journey and I’ve observed a pattern that kept them running back to the same “guru” teachings over and over again, to get a dose of dopamine filled and emotionally charged teachings that eventually fails to sustain given over time because a deeper emotional void eventually emerges.

It takes a lot of energy to absorb the masses once you’ve attained quite the global success and balancing public demands and schedule demands become extraordinarily heavy. The road to success is paved with many sacrifices,





heart aches, unpredictability, losses and it can be a deeply lonely journey. Relationships are tested by the long hours, by distance, by miscommunication, on top of other everyday issues. I encourage you to be compassionate towards everyone. Be kind and have a deep understanding that no one truly knows the battle the other faces and offer an unconditional love and authentic support. We do this for the vision, the deep rooted why and the brave takes on the road often less traveled.

**Lesson 5:** The Rise of the Heart-Centered Social Conscious Leadership and Entrepreneur becomes the Legacy changer.

“People get so caught up in raising the Standards of Living that they’ve forgotten to raise the Standards of Life!” was part of my closing lines to the speech I have delivered at the Global Woman Summit in London. It was followed by showing a 2-minute recap video of my life journey in 2013 that led to impacting 20,000 halfway around the globe and where I am today in all my current handlings.

I’ve received multiple feedbacks that it was one of **the Top 3 most unforgettable powerful speeches** delivered that weekend. Why? In the heart of my message was the heartbeat for humanity. I talked about the new

“viability” and the beautiful ripple effect that came after. It was the call to action to rise up as social conscious Entrepreneurs and Leaders which are increasing daily.

Who are these leaders? They embody **true heart-centered servant leadership** who become the legacy makers. These are the “new leaders” who dare to address and move nations by stepping into the bigger arena of involvement such as the *United Nations*, *Global Leadership Summit*, Government involvements, and more. They are engaged and aligned in being disruptors in creative solutions against the stagnant tradition and redundant processes.

Masterminds that are no longer contained in auditoriums or retreats, rather bringing entrepreneurs to the corporate world, to prison systems, to under-developed countries, to the Vatican, to Capitol Hill, to world leaders. The language becomes collaboration over competition. These Leaders and Entrepreneurs are saying yes to using their creative geniuses in business to dream, build and invoke a more socially just, environmentally sustainable and spiritually fulfilled world. The new vision of success incorporates more than just wealth building.

My own life has been “unscripted” in so many

elements in this transition. My corporate life gave me different advantages and the Entrepreneur journey provided freedom with challenges. This is the beautiful life of choices that in the end, is having the ability to pursue what matters tied to the gifts we have all been dealt with remembering tomorrow is never guaranteed. It’s a faith activated journey of deep purpose, passion and unequivocal loyalty to the dreams and global visions to inherently make this world a better place for everyone. ✨



# YOUR SUCCESS IN SALES IS NOT DETERMINED BY YOUR ABILITY TO COMMUNICATE.

It's determined by your ability to close the deals.

By Philip Semmelroth (Germany)

In Germany we have about 3,4 million registered companies. 3,1 million are small businesses with less than 10 people employed. Whereas we have a **great reputation** in the world when it comes to **productivity, efficiency or quality**, *not a lot of people would associate a typical German entrepreneur with sophisticated sales skills.* And when we take a closer look, we will find solid evidence of this situation.

In comparison to the Americans for example *Germans tend to create a perfect solution at first*, before they even think about selling it. We spend a lot of time on research and development, we create prototypes for all kinds of things, test them and improve them. That all happens without getting customers involved.

We love certificates and create all kinds of proof that our inventions are really great, thus leading to an enormous number of patents being registered annually. However, at the same time, most of the money from these patents is then later made in the US. Because Americans have a **different understanding of the role of sales** in any business organization. Instead of looking for a perfect idea themselves, they just buy access to it and then **use their marketing and sales ability to drive revenues**. It's not the product but your ability to market it what makes you money in the end.

If you want to make money, you must launch fast. The founder of LinkedIn – Reid Hoffmann - once said: "If you are not embarrassed by the first version of your product, you've launched too late."

It's important to get feedback from the market as quickly as possible, because that gives you either the opportunity to improve the product

based on feedback by the customer while already having some money coming or stop wasting further resources on this project and rather focus on something else. It's not worth it to invest all the time in finding the perfect solution, but actually never getting started. It's much more successful if you start and fix the product along the way.

No matter what kind of business you have, all businesses can be improved by increasing your ability to sell. If you have no sales team, I believe the **entire organization must be transformed into a sales- driven organization**. Thus, enabling every single person on your team to sell and resell the customer at any touchpoint they have.

No matter if the customer reaches out to you by phone, email, personally or interacts with the CEO, accounting or the trainees. Everyone needs to make sure that the customers hold on to the idea to continue doing business with you. Best-case you even wow your customers so much that they actively create referrals for you. To support this structure of a sales driven organization you must make some adjustment to the way your traditionally lead your team and you must train your people to change their way of thinking and communication. But that effort is worth it. It will pay off big time.

However, if your company has a dedicated sales team you should take a closer look at the way they work and if your structure is set up in a way to get you the best results possible.

Based on research it's been proven that within a lot of organizations sales people do not spend enough time interacting with customers. Only 21% of their time is used for typical sales activities like prospecting and presenting. Most of the rest is wasted with work that should be done by others to support

the sales team. Without continues training many sales people are even **making up work to have valid excuses** on hand why they could not have spent more time with customers. Hereby simply reducing their exposure to potential "naysayers." Too many sales people have the wrong mindset or not enough strategies to protect themselves from losing their energy once they see that **their closing rate is not the best**.

As a matter of fact, many business owners do not understand that sales is not just one skill that you either have or you don't. It's a collection of skills and not every person is great at every single key component of it. In addition, there is a problem many people totally ignore. How can you work in a continuously changing market environment while holding on to your skills you once learned? World class athletes train every day, while amateurs work out once a week. Success is not a matter of chance, it's a matter of choice and constant never-ending improvement.

If you are interested in better sales results, become aware of the fact that sales is complex and usually not a single person brings all it takes to the table. That's why performance can be improved by splitting up roles and assigned them to those who excel at it.

Role number one when it comes to selling is probably the ability to close a deal. If you get a chance to sit down with a prospect you must be able to close the deal, because there is no other situation where it's more likely to win a customer. Only face to face you can use all areas of communication to *persuade your prospect of doing business with you*. 55% of your communication is body language. This powerful force is not available to you if you call, email or chat with a customer. The faster



you are at closing the deal, the more money you make. Although the amount you consider to be “the profit” might not change, you lose money by the hidden transactional costs, if closing takes you too long. I will get back to this later.

Role number two when it comes to selling is nurturing the existing customers. Nobody likes to feel neglected or accepts that the level of attention they used to get from a sales person declines over time, once they have bought something from the company. Many businesses totally underestimate the revenue potential that hides within their existing customer base. You need to keep in touch with your clients. Make them feel special, let them know that you think about them. Try to follow up on them, find out how they try to improve their business. The closer you are with them, the higher your chances to find or even create opportunities to help them by selling them a solution to any problem they might have.

Role number three when it comes to selling is actually not just a role. While strategies for closing and nurturing can be scripted, toughened and trained, the art of finding new customers also requires some kind of talent. It's not for everyone to walk up to strangers at networking events, start a conversation on an elevator, being always alert to identify signals of people you randomly meet in order to actively create new business opportunities. This is something you either have or you don't. Your results can be improved, but finding new prospects is a special discipline.

Based on this short overview one should already see the dilemma. If you are in a small company, if you don't have the money to set up an entire sales team where every single role is staffed by the best people available in your area, you have challenges. Everyone does, it's not just you, but having read this you are one of the few that now understands that it's very unlikely to work with only one person in sales and achieve great results in all areas.

### **The transactional costs can kill you!**

Whatever you do in business, make sure you use the best approach possible. That is hard to find all by yourself, because it usually requires an external perspective to find better ways of getting the work done. But based on my coaching and training experience I want to point out something to you that can either make you a lot of money or kill your business at some point. It's the transactional cost.

Let's assume you are in the service industry and in order to pick an example everyone can easily follow, let's assume you are fixing computer problems for money. In that market many people know exactly what they charge



by the hour and if they plan on making more money, they either find more customers or raise their prices. But although obvious that does not cut it. There is more you need to look at. Based on an example of a problem that can be fixed in 15 minutes, I want to present you my chain of thoughts in a way making it possible for you to compare that to your business.

Example: Bill has a computer company. He charges 25 dollars for an increment of 15 minutes or 100 dollars per hour. George shows up at his store with a broken laptop. Bill fixes it in 14 minutes.

We would now expect Bill to charge 25 dollars for his service and as he did not use any material but simply applied some services, people could easily assume he made a profit of 25 dollars. But let's look at it in detail without taking into consideration that Bill gets a salary and that there is a cost for the time he invested while working on the problem. Because there is something far more important that I want to point out to you and these things need to be taken into consideration when creating your sales and marketing messages and defining your pricing strategies.

### **What about the hidden (transactional) cost?**

Before George showed up at the computer store, he probably called ahead to check whether or not they could help him. In detail he explained the problem based on his lack of understanding with a lot of details that eat up time but don't necessarily help in regards to the diagnose. They agree on meeting in person.

A few days later George shows up at the store, meets Bill and feels the need to summarize the problem once again. The conversion is a little faster than the one they had on the phone. However, Bill invests time again into the preparation of the service job.

Then he does the work that takes him 14 minutes.

Before he calls George to inform him, that he can pick up his computer, he documents what he did, creates an invoice and then dials George's number. George is excited to hear that the computer is ready to be picked up and happy it did not take too long to fix it. As he is curious, he wants to hear some details about the roots of his problem, how it was fixed and how this can be prevented in future. Bill shares this information, answers his questions, wait for George to pick up his computer.

Without going more into details, the problem should be obvious. Many businesses in this situation bill 15 minutes for 14 minutes of work, totally forgetting what kind of work was done all around the job, they have just finished. And that needs to be fixed! Here I could help. However, the reason why I wanted to point this out to you is because when it comes to sales people never keep an eye on how much time did they invest to get a deal. That's why I find a lot of potential to improve results for companies because it starts with making sure you talk to the right customer.

Not every person in the marketplace should be allowed to work with you. In addition, you need to make sure you have a very solid sales strategy that prevents you from creating an offer and adjusting it again and again, as this time keeps your sales people away from the customers and reduces profits. The more time you need to close a deal, the more money you lose. That's why a sales force needs to be evaluated and trained regularly. This does not cost you money, it's an investment. Start with measuring what they do, for example how many calls to the do daily, how many meetings they take, how many offers do they create, how many offers need to be reviewed because the customers needs were not perfectly identified at first, how many deals do they close... and then based on those numbers decide what needs to be improved at first.

Sales is the key to wealth, happiness and freedom. Focus on it, make it work! ✨

[www.Philip-Semmelroth.com](http://www.Philip-Semmelroth.com)



# HOW TO CONTROL STRESS AND GROW IN YOUR OWN ECONOMY

By Dr. Emily Letran (USA)

When was the last time you felt stressed because things didn't go according to plan and you lost control? Was it last week? Yesterday? Today, right after lunch? Or 20 minutes ago?

Stress is part of our daily lives. It affects every one of us, whether you are the boss, the employee, or the stay-at-home mom.

On a work day, we wake up early and try to do five things before leaving the house. If you have kids, make that ten things!

If you're lucky enough to live in beautiful Southern California, add at least another 30 minutes to your morning and evening commute.

Even if you show up to work in an almost stress-free state, other factors may ruin your day. The coworker or employee may call in sick. Or, maybe the VIP client reschedules their appointment because of a time conflict.

When you are traveling across the country for speaking engagements, there are flight delays, cancellations, and mechanical trouble to add to the mix.

## Should I go on?

As a business owner for more than 26 years, running several multi-specialty dental group practices, being the self-proclaimed "best mom in the world" to three beautiful children, and a traveling and speaking High Performance Coach, I have been blessed to learn and discover strategies to live my life with intention and conquer the stress that plagues many business owners.

I still have stress, of course. But most of the time I see it as "good stress," the kind that challenges and pushes me to do things better, to finish faster, and to beat my own last record!

So, the next time you feel stressed and you're facing a difficult situation, dealing with the unknown, and about to pull your hair out, take a moment to reflect, reframe, and practice these five high-performance habits: clarity, energy, productivity, courage, and influence.

## Clarity

Clarity is knowing who you are, what you want, and what is most important to you. A lot of the time we feel stress because we are wearing too many hats: owner, operator, "boss," CEO, parent, child, friend, advisor, and so on, and trying to please too many people.

Ask yourself when the last time was that you put yourself first, because it is important to take care of yourself first if you want to have the energy to serve other people. When you become really clear in your vision and goals, then you can choose to only do the things that support those goals. The rest can wait! When you clearly recognize what's most important, it becomes a lot easier to prioritize and commit.

When you run an organization or a business, make sure your team knows what you want and how to support you. I frequently have conversations with the team during training and find out that they are not clear what the boss wants and are not trained to efficiently achieve the goals. Clarity is the GPS that sets things in motion, on track, and produces results.

## Energy

When you don't have enough energy to get through the day, things become stressful very quickly. You're tired and not concentrating. You rely on coffee and sweets to combat the afternoon crash. (The next time you're in a meeting room or on a plane, just take a look at the people who have soda, coffee, and candy in front of them! How healthy and happy do they look?)

Many business owners and entrepreneurs don't get enough sleep. If you think about it, most of us have an eight-to-five or nine-to-six-time commitment to serve our clients or customers. If you take work home, it is entirely your choice. If you stay up late, it is also your choice.

If you don't have time to take care of your body, whether it's a stretching routine in the

morning, a walk at lunchtime, or closing your eyes and resting for five to ten minutes during the day, it is because you don't schedule it and allow yourself to take a break. You should block the calendar and allow yourself that "me" time. It may sound childish, but this is the exact same thing I have to remind my clients to do to maintain and recharge their energy all of the time.

Good eating habits also affect your energy. Instead of spending 15 minutes on social media in the morning to check out your friends' posts, use that time to pack a healthy salad or nutritious sandwich. When you have the energy good food gives you throughout your work day, your mind stays sharp and you are ready to deal with challenges instead of reacting negatively to stressful situations.

## Productivity

Productivity should be measured by results, not by being busy.

Some people live by checklist, and if things aren't checked off, they get stressed. Some people go through the motions because it's just another day. Being productive requires you to be very intentional.

For example, if you want more referrals for your business, you should train your staff to ask for them, provide them with the tools, and keep them accountable by using specific metrics to track. If you want to streamline your business, you should implement systems and possibly hire a coach or consultant to accelerate the process.

Try this exercise. List everything you do in a working day, such as answering email, checking your phone messages, chatting with your staff, performing at work, checking metrics, etc. Put a checkmark next to the activities that directly produce income. Do you have a checkmark next to every task? If not, consider delegating the tasks that don't contribute to your goals, or eliminating them altogether.

You may find the few things that should be on your list are work tasks you must personally





do and preparing marketing strategies. The rest you can delegate. Even with technical work, you can have a specialist to replace you!

### **Courage**

No one wants to be uncomfortable, yet it is essential to growth. Doing something out of your comfort zone requires courage and commitment. Remember your first major purchase, like a house, a business, a car, or a piece of high-tech equipment? How about a tough conversation you needed to have with your spouse, your staff, or a difficult client? Or, maybe it was a big negotiating process to get you closer to your next business milestone. We feel stress and a lack of courage sometimes in these situations because we are not prepared. We did not study or do our homework. Sometimes the lack of clarity and the lack of the strong, personal "why" prevents us from having unwavering commitment to our goal.

We get stressed out because we want to avoid the conflict that helps us grow. The sooner we decide to follow through with our big decision, maybe with the help of a coach or an advisor, or to let go and have no regrets, the sooner we will feel less stressed in dealing with these situations.

### **Influence**

We get stressed when we cannot manage our team or convince our coworkers to agree with our viewpoints. We feel challenged when

clients don't follow our recommendations.

Positioning yourself as an expert, whether as an author, a speaker, or a trainer, with credible educational background and certificates, along with learning and applying the principles of persuasion, will help you become more confident and be able to influence others. If you are clear in your vision and goal, you can be persuasive and get people to follow you, engage with you, and do what you asked them to do.

You can also build influence by association. Joining certain groups, working with well-known mentors, and being "everywhere" online and offline will help you gain recognition. Last, but not least, action in congruence with who you are and what you are passionate about, will speak much louder than words.

These habits of high performance should be your way of life. Get really clear on your vision, goals, and values, and start being very intentional about your daily schedule, what you spend time on, and the people you want to please.

When you face a tough decision and feel overwhelmed by stress, evaluate it via these habits, handle the bite-sized challenges, and don't let the stress control you. Believe in your ability to figure things out, as you have all along, and reach out for help if you need to. If you lead your life with controlled stress and well-defined intentions, you will find yourself happier and more productive.

### **Grow Your Own Economy**

Business life is challenging. There are internal pressures like dealing with overhead and staff issues. We add on external stress like the new advertisement from our competition down the street and the depressing predictions we overheard on CNN.

The best way to grow your business is to ignore the external factors and focus on creating your own economy. In your business, do your absolute best and set the goal of excellence. Create raving fans through unique experiences. Understand that business is all about relationships. If today is your last day in business, will people be talking about your product and service or will they miss your gentle nature, your witty sarcasm and your wonderful sense of humor?

Client attraction and customer appreciation should be strategized and intentional. So, hold that bowling party and recognize your long-time patrons. Celebrate a business milestone with influencers in the community. And certainly, don't forget supporting others by buying those girl scout cookies and choir tickets, and proudly displaying the plaques of all the baseball players you've sponsored and never met. As an entrepreneur and business owner, you touch lives every day. Understand that it is a privilege to be able to do so and leverage that to grow your own thriving economy. ✨



# THE 5 MOST POWERFUL TIPS ON HOW YOU SHOW UP ON STAGE AND WHY IT MATTERS!

By Sabine Zettl (Germany)

Speaking on stage is a challenge and a blessing at the same time. While most people are afraid of speaking in front of a group of people, there are others who seem to be natural at it and make others feel like they haven't practiced anything else in their lives.

Let's have a closer look into it. Like always and with everything, having stage fright starts off in our mind with all kinds of non-helpful thoughts about:

- What others could think about us
- What to do if we go blank
- How to cope with stage fright
- Will the audience like me?
- Will my topic be interesting enough to capture the attention of the audience?
- Do I really know ENOUGH about my topic, do I have enough expert knowledge?

And many more useless thoughts that all lead to the same debilitating situation. We are more focused on what could go wrong and on our own possible failure than on one simple thought which is my

## How you show up matters" Tip #1

How can I help and support others through my speech? Will they be inspired to do something different and better in their lives? If we are able to turn the focus on the solutions for others, then we are truly out of our own heads and can give a successful speech.

While it is true that we all have to start somewhere and each time we are giving a speech we learn more and get more experience, a profound preparation is key.

## How you show up matters on stage Tip #2

Know your topic and repeat it over and over again. Practice your speech in front of a mirror many times until you really feel confident with yourself with regards to your content, your energy and your ability to memorize the meaning of your speech, even if you don't have to know it word by word. Go through it in your head whenever you get a chance to.

*"You have to inhale it; you have to be your speech in order to be authentic and wow the audience." - Sabine Zettl*

## How you show up matters on stage Tip #3

As we all love stories, take your audience on a journey. Tell a story they can relate to. Inspire your audience through the story you are telling. Speak in easy and simple sentences so everybody can understand what you are talking about. Paint some pictures in their head by using figurative language.

Make (complicated) coherences easy to understand by not over powering them with too many expert details. Create a positive and motivating feeling for your audience. So now that we have taken care of our mindset, we can move onto another important aspect of a successful speech.

During our preparation we must look into the "details" which a lot of speakers are not paying enough attention to. Ask yourself: What does the room look like? What do I wear? How is my energy on stage? What is my body language communicating?

## How you show up matters on stage Tip #4

Why would it be of any importance how the conference room looks like? Well, you may

quite often speak in a hotel conference room and as we all know, hotels tend to install wildly patterned carpets and use a fancy colored curtain as a backdrop.

### Rule no 1:

Wear solid colors, no patterns on stage. You put yourself at risk to mismatch with the surrounding and thus create a disharmony in the subconscious perception of your audience. The **camera does not like patterns**, it can look blurry or irritating. Plus, with patterns you evoke and create a thread of feelings, likes and dislikes in the head of your audience which distracts them from your actual speech.

Refrain from wearing **too much jewelry** (even sometimes nothing at all) as the sound it can make, can be disturbing. While I am clearly favoring a **good quality of clothes**, I am not a fan of wearing and (possibly in the eye of the audience) **showing off designer logos**. It could be another distraction from your actual speech and lead to all kind of assumptions and prejudices ... true or not.

Women should be cautious with the **length of their dresses or skirts**. While a short dress or skirt can be very nice for a dinner or a date, it is very dysfunctional on stage. Just imagine, if you have to bend down or sit on a bar stool, the audience and yourself will be more focused on your attire then on your words.

Another point is, the bigger the room the more you can and should **wear bright colors**. If you are wearing black or darker colors in general, you put yourself at risk at not being seen from row 10 and onwards. The other way around, the smaller the room, the more I pay attention to not over powering the audience with bright and possibly aggressive colors.

Also, a very important aspect is that your message should be aligned with your personality and thus to your outer appearance. Let's say if you are talking about how to build a million dollar business and you are wearing worn-out shoes and an outfit that doesn't fit, then there is a contradiction, which will not only distract people but they will lose interest in your speech.

#### How you show up matters on Tip #5

We should always remember that only 7% of what we are saying, of the actual facts of our speech, will stick in people's minds. The rest is your energy, your body language, your

outfit and how you make people feel. Which emotions do they keep? How will they remember you?

Very often I hear this sentence about a speaker: "I actually cannot repeat what he has said, but it was phenomenal". That is the energy and emotions that people take home and this is what a great speaker should be striving for.

Get rid of all worries about what could go wrong on stage, learn your stuff and be a master of storytelling and creating pictures in people's minds. Show up with the right energy, pay attention to what you are wearing and what message you are sending out with your attire.

Involve your audience, take them on a journey and make them feel emotional and laugh.

That is what it takes for HOW YOU SHOW UP MATTERS ON STAGE

Get out there and rock it! ✨



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# TURN YOUR SOCIAL MEDIA TO YOUR ADVANTAGE

By Orsi B. Nagy (United Kingdom)

The last couple of weeks I have attended numerous networking event and I was shocked to see that many people don't take social media platforms seriously. I keep saying that it is free to use and a great opportunity to talk about what you do. So why aren't you taking an advantage of it? You don't know what the future holds but for a minute imagine that you have to pay every single time when you want to post something valuable to the platform where your target audience hangs out. Only then you are going to regret the fact that you haven't done it earlier. But it will be too late, far too late.

On one of the events I visited there were 3 speakers from different backgrounds with very different and interesting topics. However, when I checked them on social media guess what I have found about them? NOTHING. Their posts - if there were any - was mostly about their **private life**. Well, I wanted to know how relevant they are in what they are doing and what they are talking about outside of a speaking engagement or a networking event. Are they sharing anything helpful? The fact was that they weren't at all and even some of their profile pictures were from years ago.

Whatever you are doing, whatever your career is, irrespective of your title, whether you are a CEO or just doing some administration job any social media is a great place to "advertise" yourself, your achievements, your skills and generally what you do. It is a great place to put yourself out to the world and say: "Hello world, I am here and I am doing this."

Let me ask you: why wouldn't you use this tool? Why would you go against yourself? I still meet so many people who keep telling me that "I don't want to be on social media" and often unable to explain me the why or they say I don't want people see my life. Well, share what's worth seeing about you on these platforms, share what you are proud of but don't share your personal life.

Another objection is: "Yeah, people always sell on social media." And I can't argue with that, I do sell on social media but to be honest with you we are all in sales. Every day and to

every single human being we meet we sell all the time. We sell our children the idea of going to school, we sell our husbands and wives how amazing partners we are, we sell ourselves on a job interview that we are the best candidate to that particular role. By putting content that is relevant to our profession out to social media just helps us to sell ourselves easier.

Using social media consciously and strategically can result more potential clients, new networks and new job if you are looking to change your role. According to a 2018 CareerBuilder survey, 70 percent of employers use social media to screen candidates during the hiring process, and about 43 percent of employers use social media to check on current employees. And these numbers are growing. We are not googling people anymore we check their social media profile to find out who they are, what they do and whether it matches what they say.

I have changed my social media few years ago and I stopped **posting anything about my personal life**. I regularly post about everything that is relevant to what I do professionally. I share tips, give advice and proudly talk about my achievements. I use different social media platforms, you can find me on LinkedIn, on Facebook and on Instagram as well.

Wherever I put out content I talk about what I do. I want people to see that I'm serious about what I'm doing and that I am very passionate about what I do. I also hang around with people who are worth to hang out with. The reason is simple: I can learn from them, or they can learn from me. It's been a life changing experience for me and I highly recommend you to **shift your mindset** and start using social media platforms in a way that they become beneficial to you, helps your professional life and at the end of the line your bank account.

If you are telling me that it's not working then that thought is a big BS. I closed a client last week for a one-day coaching, paid fully in

advance and it was a high price package just because the person saw my content on 3 different platforms. I convinced the person that I am the right coach for that business without physically being there. How? There is isn't any magic in it. Do you want to know the recipe?

Ingredients: valuable content, relevant images, videos (or both), time & energy

Method: Put together the great content where you share valuable advices, tips, lesson learnts, achievements with the relevant photos or videos. Do this consistently at least 5 times a week. Share them on different platforms, some can be cross fed. Reply to comments and give value in the comment section as well. Be persistent and authentic.

Few tips that are going to help you along the way:

Avoid posting:

- about your food. It's important to understand that nobody is interested in what you are eating unless you are a chef who is creating amazing food or a personal trainer.
- about your children even though they are the most beautiful human beings on the world and parents are very proud of theirs.
- about your pets for the same reasons above.

Some people will support you by giving you likes and others will comment. There are also people who will not like or comment, but that doesn't mean that they are not watching. Big Brother is not watching through CCTVs anymore but every time you are online.

You can be amazed **how many people do check what you are doing** but would never comment or put a like down. So don't be discouraged by the lack of comments and especially likes.

**Likes don't turn into money!**

This should be your fire for keep doing it. Be kind, positive, outstanding from all the others and soon you will see the difference. ↗

# HOW SUSTAINABLE COMPANIES ARE WINNING

By Jim Paar (USA)



Hi, my name is Jim Paar, founder of Full Motion Marketing and the **Clean Air Green Tour**. I own a very successful international green marketing agency and help create sustainable companies around the globe. I have worked with many leading brands creating a sustainable structure and message, some of those companies include Dyson, Michelin, Bosch, Kimberly Clark, Southwest Airlines, Indy Racing Series, and many more.

## Profits vs Planet

It was in 2006 I realized how important it was to voice the importance of sustainability. I launched a green initiative called the “Clean Air Green Tour.” At that time, I saw companies abusing our natural resources and dumping waste into the earth that would affect our future generations. Most of all, they were losing profits by not being green.

Looking back, I realized the **companies could benefit** by being sustainable resources and actually increase profits to their bottom line by including this in the **brand message**. Over the last decade, I have worked with many companies create that message of sustainability but most of all making a real impact on the planet. Many companies claim to be green but have no real proof to back this message. That is where my team has helped clarify and establish these strategies so companies don’t get greenwashed.

Leading companies that have implemented sustainable initiatives along their supply chains have seen a **huge boost in their financial performance**. Companies that instituted only one aspect of sustainability lost more money than they gained due to a half hazard approach and the wrong reason.

## Why Your Green Message Could Go Up In Smoke

As I am writing this article, the Amazon rainforest is being burned off a record rate. This is the world’s largest rainforest, the Amazon stretches eight countries and covers over 40% of South America. More than 30 million people live in the Amazon, which is also home to large numbers of mammals, birds, amphibians and reptiles, most of them unique to the region. A new plant or animal

species is discovered there every two days which is so important for our world population. The Amazon forest produces about 21% of earth’s oxygen and is often referred to as “the planet’s lungs.”

Why do I bring this story up? Companies are trying to use a message of sustainability to impact profits but are doing nothing for the planet. Warren Buffet said it best, “It takes 20 years to build a reputation and five minutes to ruin it.”

Environmental reputations can be just as hard to rebuild with wrong or false messages. Non-governmental organizations like Greenpeace and the World Wildlife Fund believe in the potential fragility of the environment, and they see the potential fragility of companies’ brands as a means of pressuring them to change. With the power of social media, the wrong or incorrect sustainable message can go up in smoke fast, far, and wide.

## Taking a Sustainable Approach Can Be a Daunting Task

Everyday **business executives** across the world take on numerous strategies to build their company, and sustainability is just one a lengthy list of priorities. Very few will admit that they don’t care, although it is clear from meeting with many executives that many will only go as far as the demands of the customers, or make these environmental decisions if they also reduce costs.

When it comes to sustainability in business it may be necessary to take on the view from the science of climate change. I have seen companies spend more money on security to fend off the NGO’s then to embrace environmentalists’ arguments about the challenges or if they believe climate change is simply a hoax.

Regardless of what your personal beliefs may be, they still have a balance whether to pursue environmental initiatives and resources against competing demands. Instinctively, most of them **focus on green messages** that are **aligned with their shareholder’s** performance goals.

Currently, Cargill is taking an approach to remedy the rapidly rising global demand for proteins. One of the reasons the Amazon rainforest is burning to create more land for farmers, ranchers, and agriculture to feed our growing population. Across the food and agriculture industry, there is a pressing need to do more with less impact. To help address this need, Cargill is launching BeefUp Sustainability, an initiative committed to achieving a 30% greenhouse gas (GHG) intensity reduction across its North American beef supply chain by 2030.

## What It Really Means To Go Green

To understand the benefits of a business going green we must understand what the actual words of “Going Green” mean. When a company makes a conscious decision to reduce its impact on the environment, that is “Going Green.” It can be as simple as visibly taking steps to reusing procedural programs, reducing utility costs, to buying green products and services.

## Benefits To Becoming a Sustainable Company

1. Increasing energy efficiency saves on utility costs.
2. Green marketing awareness can increase trust between your company and consumers and ultimately increasing revenues.
3. Many countries offer incentives to companies reducing their carbon footprint.
4. Employees feel safer working for green businesses which boost morale and performance.

When it comes down to it the benefits of going green for a business, the benefits far outweigh any negatives. The time and money it takes to establish new environmentally green protocols pay back in dividends over the years, not only in money but also in feeling good that the company is kind to the planet. For more details on creating a sustainable plan for your company, go to become a part of the 2020 Clean Air Green Tour: [www.cleanairgreentour.com](http://www.cleanairgreentour.com). ↗



# HOW POWERFUL IS YOUR VIBE RIGHT NOW?

The More Powerful It Is, The More Beautiful Realities You Manifest.

By Ayca Gencoglu (Turkey)

In today's fast paced business and personal lives, being aware of the energy we are emitting and mastering our emotional and energetical states have become a very important aspect of our successes in life.

As a woman who in a fire walk event of 14 years ago, had assessed herself 2.5/10 in overall **emotional & energetical state** of her life, I can definitely confirm that the inner works we do to find out about our wounded parts, heal those parts and set our souls free have the most dramatic contribution to the overall satisfaction we feel for our lives and also the type of people, events and circumstances we attract into our space.

Just like the layers of an onion, once you start having your own soul journey, you peel off

another layer as time passes and eventually you reach to the core where there is lots of peace, joy, love and abundance. Things which formerly used to trigger you, become a tool to **analyze yourself at a deeper level** to find out about your wounded parts, so you can actually start healing those parts and become less reactive and more in control of your emotions, energy and vibration.

So, how do we start healing ourselves and getting rid of the emotional and energetical blockages in our systems that create repetitive negative thoughts, feelings and behavioral patterns?

Well, it actually starts with a piece of paper and a pen. You get into the observant mode for yourself, your environment and the people

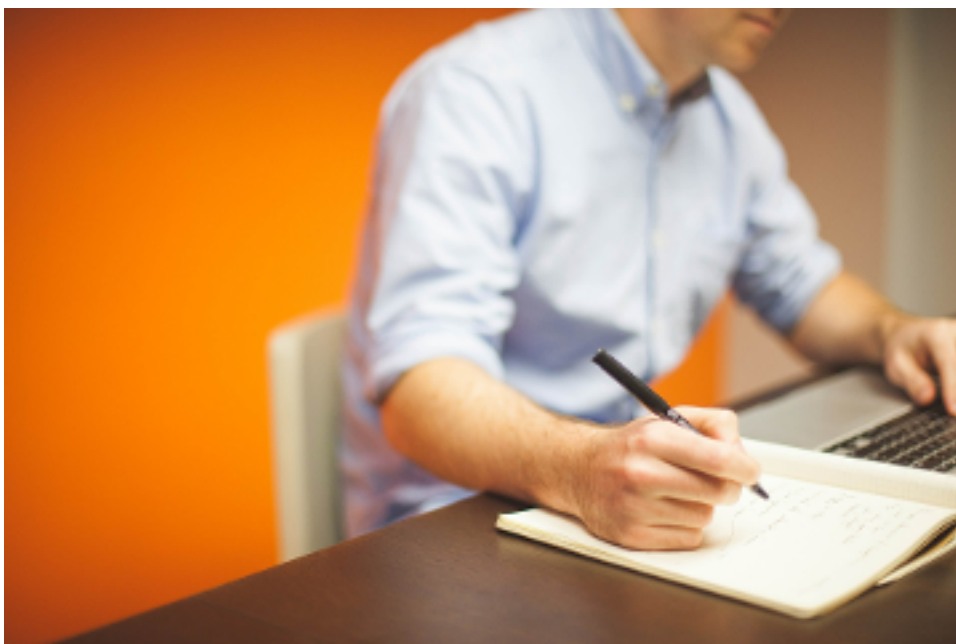
you interact with. Whenever an unwanted feeling or vibration pops up, you notice your **thought patterns preceding** that feeling or vibration. Most of the time the thought patterns we have are in automatic pilot due to our subconscious programming since childhood.

The stronger neuropathways we have around the events or circumstances for our lives, the more repetitive these thoughts and feelings become and if these patterns are negative, then it has the potential to put us in the stress and fear mode which blocks the wellbeing, love and abundance that can reach our lives.

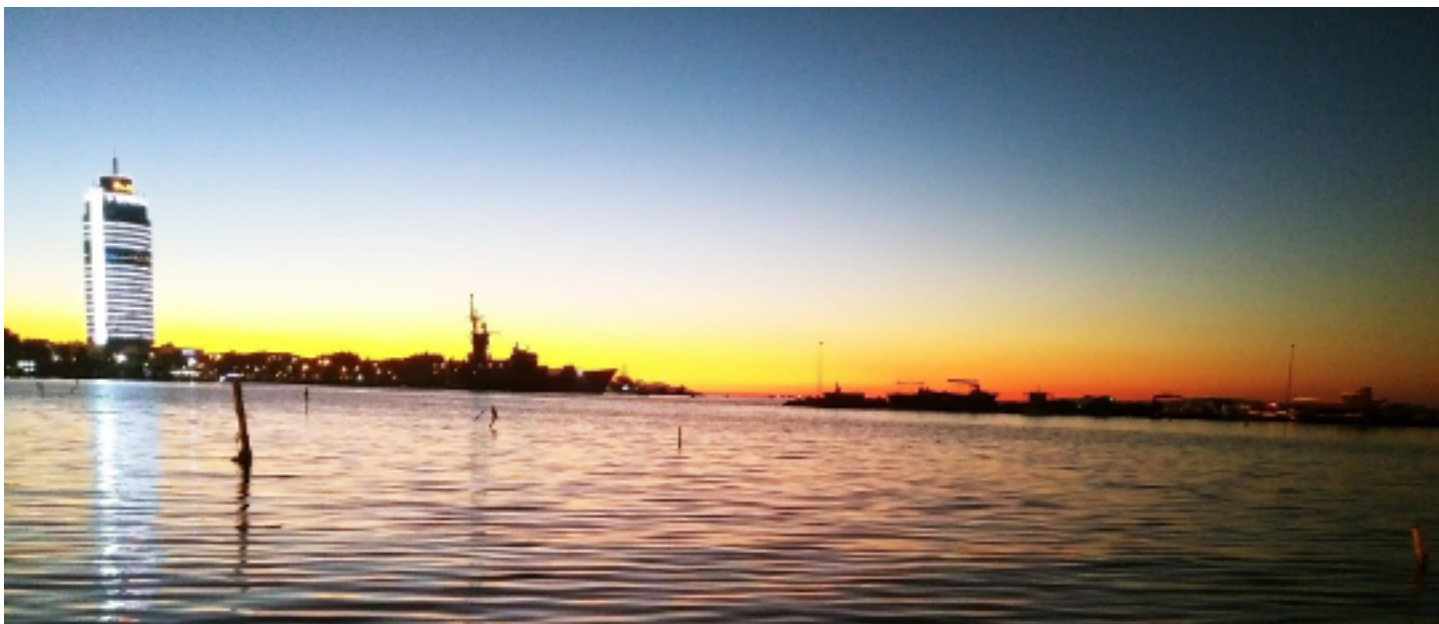
So, being in the **observant mode** and writing down the items triggering these negative emotions is the first step. This exercise helps us to get out of our automatic pilot state and really helps us see the root cause, usually the thought patterns, past traumas and limiting beliefs surrounding the item that triggered us.

Since childhood, some type of events happened in our lives and we gave meanings to these events and if the meanings we gave were disempowering vs. empowering, the quality of our thoughts have started creating damage to our **wellbeing, confidence and how we interact with ourselves and other people**. The repetitive inner talks we have in our lives have unfortunately been set into a criticizing mode and the more we criticized ourselves, the more our interactions with others have been negatively affected, diminishing our overall vibe and energy in life.

So how do we get out of these repetitive cycles that cause us to feel low vibe emotions such as shame, blame, worry, grief, anger or fear?







One thing that has the greatest impact in people's healing journey is first writing down the most important memories that they remember and finding out what type of a meaning they attached to these occurrences. The most problems that people face today are due to the disempowering meanings they have attached to the important events of their lives. If we find out that we had attached a disempowering meaning to an event, we should then ask:

- What else could this event mean?
- What type of a learning & growing experience can this event provide for me?
- What is the gift in this situation?

At the beginning, the answers to these questions might not come up very easily but eventually, especially with the help of some meditative practices, we start getting answers from our higher selves and realize that this event was supposed to happen this way so that we **could learn and grow from this situation** and have a much wiser and spiritually evolved life going forward. For this exercise, it is also beneficial to share our thoughts & experiences with a coach or a mentor, so that we can gain a broader insight into our thought patterns, values and belief systems.

Another tool that shifts our thought patterns, feelings and energetical vibration is **"Emotional & Energetical Detox"** which creates wonders in people's lives. I have personally encountered so many of my clients get rid of their energetical blockages which prevent them from the wellbeing, joy, love and abundance they deeply deserve.

Some of them have even freed themselves from the chronic physical pains that have been

in their lives for so many years, while others attracted more peace, love and abundance at these surprising speeds. This detox exercise is basically a detailed visualization exercise where people start by scanning their bodies for any type of unease, stress and tension and they start to interact with the consciousness of the energy that occupies space in that region; with its form, color, density, movement and frequency.

Later on, in this meditative state, some fitting questions are directed to the consciousness of this energy living in that tense part of the body. The purpose of this exercise is getting aware of our energy field and really start seeing, feeling, sensing and observing the energy in that area. Once the consciousness of the energy feels seen, heard and felt completely, it starts changing its form and the unease starts to disappear from the person's energetical system.

It's a **very powerful exercise** where, as a result of the questions directed to the consciousness of the energy, the person eventually finds out the higher purpose of this unwanted low vibe energy visiting his/her system and once this higher purpose is found, the energy starts to disappear completely. After this exercise, people start looking at the energetical and **emotional blockages** from a different angle where they realize that these blockages are actually there to strengthen our spiritual evolvement vs. there to disempower us and keep us stuck in the low vibrating mode.

As many of us know, how we vibe is our most important asset because what we attract into our lives gets directly affected by the vibration, we are emitting into this whole

energetical system we call the universe. Just as we don't want to be in close circumstance with **low vibrational, toxic events and circumstances**, the good things in life which have high vibrations are not an energetical match with low vibrational individuals who have repetitive patterns of negative thoughts, feelings & attitudes.

So, if we want to dramatically change our lives, we should make it a must to find out what contributes to our current vibe, what limiting thoughts, emotions or beliefs hold us back & lower our vibration and if possible utilize a mentor or a coach who walked the path before so that he or she can help us get rid of these blockages, find balance and elevate to higher frequencies that are attuned with our desired goals in life.

I am sending all my love to you from beautiful Izmir and wish that you be in peace and joyful vibes for the rest of your lives! ✨

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# SECRETS OF A SMART BUSINESS INFLUENCER

By Allison K. Summers (USA)

To be successful in a moment you need to have the right product, the right pitch and the right service, but to be successful over a lifetime you need to be positioned as a trusted advisor and the ultimate business partner of choice. This is what sets apart the dramatically successful from the 'always working at it' crowd.

The dictionary definition of influence is usually defined as this:

**Influence is the effect that a person or thing has on someone's decisions, opinions or behavior or in the way something happens.**

But to the leading-edge business builder, influence should be defined as this: Influence is the ability to create opportunities for future success through developing and navigating relevant connections in both the human and digital space.

When we lack influence, we are powerless. Choices fade away, new business ventures fail to achieve lift-off and costly mistakes are made. But what if you could learn and adapt the behaviors of the best business minds and learn to play the long game? The number one outcome of growing influence isn't simply getting a deal done, it is about obtaining trust and knowledge. Once you achieve this, you may be unstoppable.

Here are four secrets of a smart and superior business influencer.

## **1. Connect with people who have knowledge you don't have**

You need to be in the business of spotting great contacts whether they can do anything for you today or not. These are people who play larger in the world than you and who have already made their way in business. But it also includes people who have skills that you don't have and that you can reach out to

with questions in your point of need.

I also recommend linking up to people who can see the world through different eyes. This is why I tell people that when they walk into a networking event, they should always seek out the person in the room who looks the least like they do. If I am always with people who know what I know or see the world as I see it how will I ever grow? I call it developing your periscope vision. It is the best way to immediately begin to expand the space that you currently occupy.

How do you do this? You need to get brave and when you walk into an event start asking the people you do know who in the room is the most interesting to meet and ask for introductions – most people will do it. I am also great about walking up to someone of higher influence (who may not be likely to hand out a card) and offer my name and a handshake and asking them how they have been as we if we have been friends forever. But here is the key to success with this method, don't take too much time in the moment but follow up later. I did this with the owner of a company for over two years at events and eventually he started finding me.

It is also very easy to read an article and contact the author or the featured businessperson via LinkedIn or email and say that you would like to follow them because you appreciate what they have to say. Again, most people will accept, so go ahead, bold in the human space and thoughtful in the digital space. Also, try this the next time you are going to a conference, only connect with the speakers in advance and tell them how much you are looking forward to hearing them.

## **2. Seek Solutions and Short Cuts to Problems**

The one thing I have observed that great CEOs and company founders do that an

average person doesn't is they know their needs as well as they know their numbers. I coach people that you should always be able to identify at least three challenges or questions that you need to solve and be able to articulate to them. If you can do this, your answer will already be ready to make its way to you.

Then when you talk to people in business you need to be selfish and not be intimidated to ask for help and see if you can quickly gain insight into how to solve those problems. Networking is not just for pleasantries and sales and so you should never walk into an event, a coaching session or a call with a great business contact and not be thinking of information that you need.

The magic part of this is that the more you ask individuals in your network for their advice, the more they will trust you and that will serve you as an influencer. Taking advice from someone is an intimate and personal experience that people long for. You will be remembered, and it will serve you in the longevity of that business relationship.

## **3. Share or Create Content that Demonstrates Relevancy**

We live in a world where you must convey your expertise through a multitude of channels to be viewed as an indispensable wealth of knowledge no matter what stage you are at in your business life. Therefore, influencers are focused on PR and seek to be placed in media, create their own media or share key content created by others. They find and curate insights that positively contribute to the global knowledge network.

Now, you don't need to write social posts or blogs every day, but you need to leave breadcrumbs of authority just enough to provide social proof when people Google to figure out who you are or to make your online



network remember that you exist and are trusted. And do not worry about your likes or views, just build your voice in the digital world.

My good friend, Gordon Tredgold, is a global leadership expert with over 1,400 blog posts under his belt who is a featured contributor for Forbes, Entrepreneur and other reputable business publications. Just this year he had over 350,000 views to one article he posted on LinkedIn. He is passionate about sharing insights into how you can start on the path to building your reputation. Yes, you should have a blog on your website, but also directly use the article feature on your personal LinkedIn and then go to the groups that you are active on and share the article as a 'perhaps you will find this helpful'. He also creates branded infographics that other people now use in their posts and presentations referencing him.

You may have heard that publishing your own book is a good tool, and it is. Most business authors laugh that books are expensive calling cards, but they are calling cards that work. They secure client meetings, speaking engagements, podcast interviews and more. With the right support getting your book into the world is easily possible. Consider this, if you have a blog you can use a tech tool that will automatically grab content from your website and collate it into a first draft of a book. If you have recordings there is a tech tool that will convert the audio into text for about US\$1 per minute.

But even if you don't have your own book, if you have read a good book then let your network know about it or for greater impact,

send them a copy as a great and memorable touchpoint.

#### **4. Connect Great People to Great People**

The best trait of an ultimate influencer is that they sponsor other people. There is no better win-win than if you step forward and promote someone else and their services if they are credible and worthy. But do not make an introduction expecting anything in return because this will fail you. You do it because you are a trusted authority and you would only make introductions that would enable others to have a quick path to new business partnerships or to solve critical problems. Word of mouth marketing is still the best marketing and being a trusted resource is the best way to have people keep coming back to you.

When is the last time you used this tactic? Have you ever? Connect people to one another because it really is a point of respect and appreciation. Remember, the players at the top of the game are doing this and they are the ones designing and controlling the circles of influence. Get into this game and it will serve you well.

You as the Trusted Advisor and Business Partner of Choice

Trust is a very delicate thing. At the point of trust, you have the intersection of:

- Common experiences
- Reliability and dependability
- Honesty and Truth
- Proven abilities and knowledge
- Unspoken social protection

Mutual trust means that two people will look

out for each other's interests and welfare and that there is a predictability regarding actions and outcomes. Holding a connective mindset will absolutely impact the level of trust that people have in you.

If you can grow and leverage your relationships the right way you will always be viewed as the business partner of choice, no matter what you are building, selling, promoting or talking about. You will be better positioned to have multiple opportunities available to you in your future and you will be without a doubt, dramatically successful.

Allison K. Summers specializes in guiding individuals and brands as they fuse business connections and communities to extend influence in the world. She is an international business leader, speaker and best-selling author, with portions of this article coming from her book *Connect to Influence*. Allison is the host of *Disruptive CEO Nation* podcast and a frequent guest on radio, tv and event platforms. She is a champion for women in business, non-profits and training professionals to achieve their fullest human potential. ✨