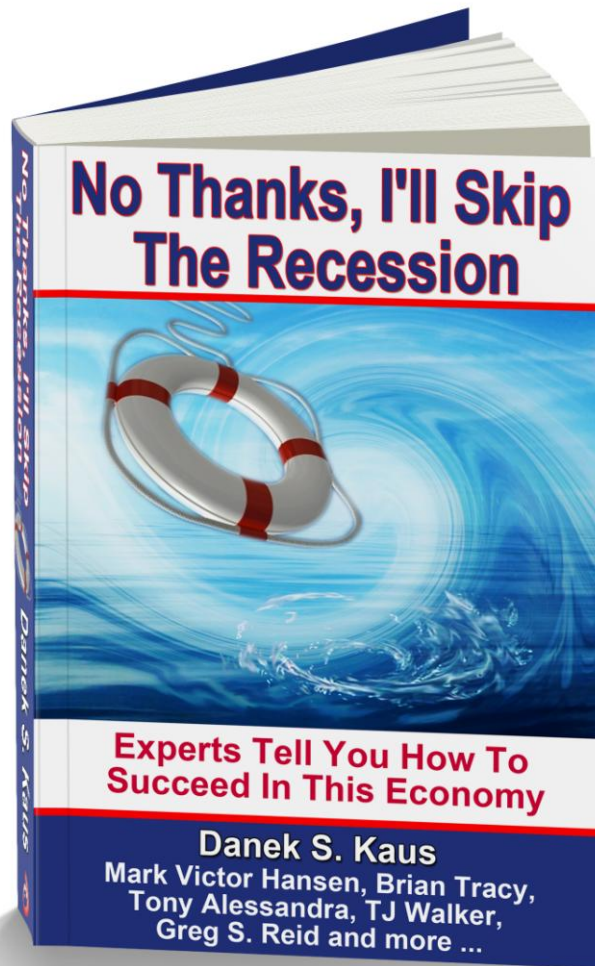


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NO THANKS, I'LL SKIP THE RECESSION

TABLE OF CONTENTS

Focus on Your Primary Aim Mark Victor Hansen w/ Armitage Inc.	6
Are You Networking with the Right People? By Brian Tracy	13
Set Your Thermostat High By Greg S. Reid	17
Confidence in Your Message By TJ Walker	18
11 Telephone Tips to Effectively Reach Out and Touch Others By Dr. Tony Alessandra	20
Making Sales in Tough Times by Tom Hopkins	23
Dealing with Change in a (Seemingly) Uncertain World by Pat Rocchi	25
A Better Bottom Line with Nearly Free IT By Louis Rosas Guyon	28
Recession Proof Your Health! By Gina Van Luven	31
Your Press Release Stinks – and What to Do About It By Danek S. Kaus	33
Throw Away Your Fat Clothes – No Really, I'm Dead Serious By Larry J. Bradley	36
The Blueprint to Your Wealth By Arthur Toole, III	39
One Element for Getting A Job During an Economic Crisis By Tom Marcoux	43
Re: Position Your Perspective! By Paul Wilson, Jr.	45

NO THANKS, I'LL SKIP THE RECESSION

TABLE OF CONTENTES (CONT.)

9 Tips for Marketing Your Business Using Online Video and Social Media By Steve Crow	47
Slash Your Food Bills By Danek S. Kaus	51
4 Steps to Thrive No Matter What By Mary White-Levilain & Christiane Lavanoux	52
Peace, Even Through Difficult Times By Dr. Robert Pufft	54
12 Ways to Make Monday Mornings...Better By Francina R. Harrison, MSW	56
4 Steps to Get From Where You Are To Where You Want to Be By Kris Cavanaugh	57
3 Survival Tactics for Network Marketers By Cherie DeBrule	61
What Recession? How the Law of Attraction Changed 8 Lives in 30 Days By Lisa Walker	64
I'm NOT Participating! By Renee Heimerman	66
Six Steps to Take Charge of Your Life By Jo Condrill	69
Healthy Nutrition, Dietary Supplements and Stress By Hilory Wallk	71
10 Reasons to Ignore IIHS Safety Picks By Susan Winlaw	74
How the Right Mindset Leads to Success in Any Economy By Terri Levine	76
Alternative Funding for Small Businesses By Karlene Sinclair-Robinson	78

NO THANKS, I'LL SKIP THE RECESSION

TABLE OF CONTENTS (CONT.)

Championship Tools for Today's Economy By Tim Mann	81
Are U Branding Online with a Blog? By Sue Seward	85
Nice to Meet You! (How to Introduce Yourself) By Lisa B. Marshall	88
Managing Distractions By Lori Krolik	92
Why this Recession is Different By Andrew Rogerson	95
5 Steps to Staying Motivated During the Recession By Jerry Kennedy	98
The Recession's Silver Lining By Larry J. Bradley	100
The Power of an Exclusive Promise Statement By Ian Jakovan Dunlap	103

FOCUS ON YOUR PRIMARY AIM

By Mark Victor Hansen

with Armitage, Inc.

You're sitting in an airplane on your way from California to Florida. Every half-hour the pilot decides to land the plane and get a cup of coffee or play golf. This scenario is not likely to happen. Why? Because airplane pilots are focused on a primary aim – to effectively transport you from one location to another location within a pre-determined amount of time. That is their goal personally, corporately and for their passengers and freight. And that is what they have trained to do.

As we go through life we have many goals we wish to accomplish. Sometimes our wants are so numerous they seem to overwhelm us – we don't know how to do them all at once.

The solution? Focus on our goals one at a time until we accomplish them all. To see our dreams come true we need to follow four steps:

1. Discover the natural talents we were born with;
2. Hone those skills to the best of our ability;
3. Delegate jobs we don't want to do or don't have time to do or are not competent at; and
4. Set boundaries for ourselves and others.

We All Have Unique Talents

Everyone has unique, natural abilities and talents that they were born with. Our job is to discover what those gifts are. We have all been given phenomenal talents that are to be used for the betterment of ourselves and the planet. If you will fully exploit your optimum talent, you can become a genius in your field. It's unique talent times application in a specialty equals phenomenal results - assuming you've chosen wisely and insightfully. Keeping a laser-beam focus on our natural skills will help us to create outrageous wealth and prosperity in our lives.

Retired car manufacturer, Lee Iococca created the electric bicycle. His aim is to stay in the business as the owner and put together an extraordinary team of great minds to run the company (he has invested his lifetime studying and recording notes of the greatest 200 minds available to his business today). Iococca took a losing company, Chrysler, energized it and activated it to genius levels through diligent and continuous work. Iococca created in into a winning business, because that's a skill he was born with, and what he really loves to do. Iococca took that natural talent and honed it by studying, being a good mentee and practicing.

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Everyone thought his retiring meant he would go sit in a rocking chair on a front porch and watch cars go by. But Iococca's brilliant mind would never be satisfied with that. Lee's back and running full-tilt boogie. With this new project Lee has created another personal rocket ship to success.

Age and chronology are irrelevant. Lee Iococca is moving and serving greatly with love and passion. He'll probably sell more electric bicycles than he did cars, especially in Asia, Latin America and L.D.C.'s (Less Developed Countries).

Lee Iococca didn't retire from something to nothing.

He retired *from* something *to* something higher and better and of more service.

Ancient Wisdom says: "The greatest among you is servant of all."

Discovering our natural talents is not always easy. For some people it is darn near impossible due to things like low self-esteem, lack of support and encouragement from family and friends, simple unawareness that they have gifts to give or plain old fear.

Low or no self-esteem manifests itself in the hearts and minds of people and tells them that they aren't talented at anything. And not only are they untalented, they don't deserve success anyway, so why even try?

People who aren't encouraged to pursue their gifts during childhood usually turn into naysayers as adults. They feel if they can't, no one should. They were never showered with love and affection. They didn't experience encouraging words or pats on the back from their family members, so they don't expect joy or prosperity now. (It's never too to turn that around with tremendous life changing services, like PSI World – visit www.psiseminars.com .

Folks that are unaware don't even know that they have natural abilities. They assume everyone can play the piano or guitar by ear –can't they? Perhaps the saddest people are those who are simply afraid to pursue something that seems to come so easily to them – shouldn't success be difficult? No, it shouldn't be and it isn't, not in your unique area of expertise. In America, there are 37,000 possible occupations you can take to genius level. The possibilities go way beyond what we learn in school.

Every reason and excuse in the world will not ruin our gifts. They may stay buried for a while, but they are still there, living and breathing, waiting for us to present the requested stimulus to the surface. Our talents are like flowers that have been flattened by a concrete sidewalk – eventually, whether we like it or not, they will push the hard surface until they break through and flourish in the light of day. You can't hide your candle under a bushel forever. Your talents were created to shine! Why not choose in favor of yourself and benefit the world by using them early, often and for your entire life – like Bob Hope, George Burns, President Jimmy Carter, Eleanor Roosevelt and Helen Keller did and are?

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How Do You Find Your Natural Talents So You Can Create Your Primary Aim in Life?

Think about the things that you love to do, things that make you feel like a million bucks, things that you really don't have to try too hard at to be successful. For example, when I stand in front of an auditorium filled with thousands of people, and speak to them about fulfilling their dreams, my mind and body are filled with energy – so much that I'm practically buzzing all over. When I'm speaking to people I'm so excited I can hardly stand still. Speaking and writing are my right livelihood. I love it and it loves me.

To discover your strengths, ask yourself a few questions, like:

- What are some activities that I excel at without a lot of effort, study or preparation?
- What do I do well that most people find difficult?
- What skills do I have that makes people make “wow!” comments and compliments?
- If I had all the money I could ever spend – meaning money is not a concern– what would I do?

Take this list of activities and on a scale of 1 –10 (10 being what you feel you're most talented at) rank these activities. Your biggest rewards will come from the activities you've ranked 7 and higher.

Once you have your top activities – you should have 5 or fewer – choose the one you love to do the most, because that is your primary aim. Over a lifetime, a well-chosen primary aim tends to extend itself into many possibilities.

Practice Makes Perfect

Once you have chosen your primary aim, make a decision to hone this talent daily – and do it. If you love to paint, set aside time to paint every day. My friend, Wyland did and has become the world's most famous artist, sculptor and muralist of the sea. If you love to play golf, do it – even if it's putting around in your own backyard. Tiger Woods has made this into a new level of an art form. If you want to write a novel or screenplay, decide how many pages or scenes you'll write each day and write them. Nora Roberts writes 55,000 words on a yellow pad a week, basically finishing a book in a week. Nora started writing when her little children were asleep. Now, she's sold over 150 million books – that's a profit hobby and unique talent – brilliant well employed.

It is only through constant efforts to better what we're already capable of doing that we are able to create amazing results.
Edison said: “If you do all your capable of, you'll literally astonish yourself.”

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That's all anyone could ask of us – that we strive to perfect our natural talents. No one is perfect all of the time. We will sometimes fall short of our intention. But if we focus on the gifts we were born with and commit ourselves to daily practice, we will perfect our performance to the best of our ability.

Concentrate on your strengths, not your weaknesses. You would never see Tiger Woods trying to split an atom. That's not what Tiger was born to do. Tiger's the world's most amazing golfer, so he is out on the green playing golf day in and day out. Tiger knows that he needs to stick to what he does best and has reaped astounding rewards because of it. Not that he doesn't have other talents – I'm sure that Tiger does. But Tiger's primary aim is being the best golfer in the world and he has accomplished that by intense practice. After Tiger finishes a championship, he plays 18 more holes. Amazing dedication to task and results!

That's what we need to do – practice, practice, practice - because you can never become too good at something that's worth being extraordinary at.

Concentrate On What You Do Best – Pay Someone Else To Do The Rest

Focusing on your primary goal is your job – it is what you have to devote most of your time to. You can't be great at everything, so while you're concentrating on what you need to do, hire others to do the things you don't have time to do, or aren't talented at doing.

For example, if someone's primary goal is to write a book, that's what they need to focus on – writing. If they are spending the majority of their time balancing books and sorting through their finances they're not writing. That person should hire a bookkeeper – someone who has a knack for numbers. Or take, for instance, someone is a brilliant businessperson, but they don't enjoy (and aren't very good at) making sales calls. That person would have an experienced, successful telemarketer or telemarketing service make their calls for them.

Why bother doing something yourself that you don't love to do, are not talented at, and takes up your valuable time and energy?

Delegate undesirable activities to those who can do them faster and better than you can. The principle is: delegate or stagnate.

Perhaps you don't believe you have the money to pay others to do your undesirable list of activities. That's not really true. When you sit down and think about it, how many hours have you spent doing things that you really didn't want to do, when you could have been doing something you loved to do (and that would make money for you in the future)? When you count up those hours, and what your time is worth, the cost to you for not hiring out the work is astronomical. By hiring out undesirable work you free up a tremendous amount of time that could be devoted to doing high profit activities.

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You either delegate your work or you'll stagnate your wealth.

Another option to hiring out work is to trade out services. What I mean by “trade out” is that while you may excel in particular activities, other people are great at doing the things you need to have done – you can help each other. Perhaps you are a top-notch marketing person and you need to have a website designed. Look around until you find a web designer or design team who is in need of marketing. In exchange for a new website you can give them marketing advice.

Money Is Not Always The Issue When It Comes To Delegating Work.

Sometimes people don't know how to let go of things and allow others to do them. For example, the American government created the S.B.A. – Small Business Administration – to give billions of dollars worth of help to small businesses per year. Just call S.B.A. in your Yellow Pages. But as you really get going on your primary aim, the workload is going to increase. If you are a person who wants complete control of every little thing in your life and business you're going to be in trouble. Control is an illusion. No one controls anyone or anything. You will need to continue to focus on your primary goal and allow others to help you. As a “controller” you probably believe that no one can do things as well as you can – not true. There are people out there who can do what you need done, who want to do what you need done and who will do it to your specifications. All you have to do is communicate your desires to them and surrender the tasks. With communication they may be able to do them as well, or even better, than you.

A good way to decide what to do with tasks is to label them as they come in – don't let them pile up. A great system is the 4-D Formula:

1. **Do It** – these are urgent tasks that need to be taken care of right away. Take action immediately and finish the task.
2. **Delegate It** – these are things that need to be done, but don't have to be done by you. Hand these over to someone else immediately so you don't have to think about them at all. Make that person responsible for these tasks from start to finish.
3. **Defer It** – these things need to be done, but not right away. Put them in a pile marked “later” and handle them after the urgent tasks have been completed.
4. **Dump It** – these are things that you don't want to do and don't necessary have to be done at all. On your computer it's the ever-present “delete” key. That handles our junk e-mail.

Set Boundaries

When you decided to focus on your primary goal you'll need to set new boundaries both personally and professionally, for yourself and others. Once you set these parameters you'll need to **discuss them** with those who live and work with you, to make sure you're all on the same page. They will need to understand that you are making changes to improve the quality of your business and personal life, and that you'll need their support.

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Setting new boundaries for yourself will require you to learn **a new level of self-discipline**. You will have to live consciously every day until the boundaries become part of your life. Chances are you'll find yourself slipping off the straight and narrow path every once in a while – that's not the end of the world. Just make sure you tighten the reins and pulls yourself right back onto that path.

The main issue you will have to deal with is your own mind. You will have to **put a stop to negative self-talk** when you attempt something new. This is a natural reaction that your brain has when it experiences something new, something foreign. When you try something that is out of the norm, your mind may say, "What a minute. We've never done this before? Are you sure we won't fail or get hurt?" That is the time when you'll need to give yourself a mental pep talk. Remind yourself of why you're doing what you're doing and of the rewards that will follow once you accomplish your goal.

Setting new boundaries for others is extremely important. Why? Because when you decide to change your life and seriously challenge yourself, some people may actually try to sabotage your focus. They may do it on purpose or they may take your desire to change as a personal attack against them and their status quo. The reasoning of other people doesn't matter. What does matter is that you stick to your plan and set boundaries for others in order for you to accomplish your primary goal.

Let's say your goal is to finish a project at work. Completing this project will provide you with both professional and personal satisfaction. But throughout the day you're constantly interrupted by folks who want to chat. What do you do? First of all, tell those people you are going to concentrate on work during the morning hours, and if they want to chat they will have to wait until the afternoon. If they don't respect what you are trying to accomplish and drop by anyway, simply shut your office door or put up a "meeting in progress" sign until you are ready to see them.

Another area that needs boundaries is the telephone. Some people are addicted to the telephone and believe that not answering it will result in the world coming to a grinding halt. If you have scheduled a certain time to work on your primary aim, don't answer the phone. If you can't bear to let the phone ring, simply unplug it. Those who really need to talk to you will either leave a message or call back later. The goal is to have an answering system to keep you "in touch, but out of reach," unless you want to talk. Be kind enough to carry your phone list and cell phone with you, so when "scrap time" appears while waiting at an airport you can return calls.

Remember, each time you are interrupted, by someone in person or on the telephone, it takes your mind 20 minutes to re-focus on what you were doing. Set boundaries for

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yourself and others. That way you'll be able to spend more time on accomplishing your goal and will reap the rewards of success that much quicker.

You have been given talents that no one else has. Consider the world changing talents of Steven Spielberg, Millard Fuller, Dr. Ben Carson, Elisabeth Dole, Oprah Winfrey or Martha Stewart. Each used their unique gifts to the max and everyone is better off as a result. You can do things in a way that no one else can. Discovering your gifts is like an excavation for treasure – search and dig until you uncover the vast wealth that lies within you. By uncovering those skills and using them in the best way you possibly can, you are celebrating life and giving thanks to the Higher Power who bestowed them upon you.

Mark Victor Hansen is the co-creator of the wildly success *Chicken Soup for the Soul* series of books which have **sold over 157 Million copies**. He has **303 New York Times Best-Selling Books** – world wide.

Would you like to be a best-selling author? Would you like to Have the Money and Freedom of being a successful author?

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Are You Networking with the Right People?

By Brian Tracy

We live in a society, and as a member of that society, it is likely that every change in your life is strongly influenced by other people in some way. The courses you take in school that shape your career are often at the instigation of a friend or counselor. The books you read, the tapes you listen to, and the seminars you attend are almost invariably the result of a suggestion from someone you respect.

The occupation you select, the job you take, and the key steps in your career are largely determined by the people you meet and talk to at those critical decision points in your life. In fact, at every crossroad in your life there is usually someone standing there pointing you in one direction or another.

According to the law of probabilities, the greater number of people you know who can help you at any given time, the more likely it is that you will know the right person at the right time and in the place to give you the help you need to move ahead more rapidly in your life. The more people you know, the more doors of opportunity will be open to you and the more sound advice you will get in making the important decisions that shape your life.

Dr. David McLelland of Harvard did a 25-year research study into the factors that contribute most to success. He found that, holding constant for age, education, occupation and opportunities, the single most important factor in career success is your “reference group.” Your reference group is made up of the people with whom you habitually associate and identify. These are the people you live with, work with and interact with outside of your work. You identify with these people and consider yourself to be one of them. They consider you one of them as well.

When you develop a positive reference group, you begin to become a member of the in-crowd at your level of business. The starting point in this process is to develop a deliberate and systematic approach to networking throughout your career.

People like to do business with people they know. They like to socialize and interact with people with whom they are familiar. And they like to recommend people they trust. Fully 85% of the best jobs in America are filled as the result of a third party recommendation. The best networkers are never unemployed for very long.

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One of the biggest mistakes that people make when they begin networking is scattering their time and energy indiscriminately and spending their time with people who can be of no help at all. Even if they attend organization meetings, they often end up associating with people who are neither particularly ambitious or well-connected.

When you network, you must be perfectly selfish. You want to become all you can over the course of your career. You want to rise as far as you can. Any success you could ever desire will require the active involvement and help of lots of other people. Your job is to focus your energies and attention on meeting the people who can help you and the only way you can do this is by staying away from the people who cannot help you at all.

When you network, your aim is to meet people who are going places in their lives. [You want to meet people](#) who are ahead of you in their careers and in their organizations. You want to meet people you can look up to with pride. You want to meet people who can be friends, guides and mentors. You want to think ahead and meet people who can help you move into your ideal future more readily. For this reason, you must sort people into categories: helpful vs. non-helpful, ambitious vs. non-ambitious, going somewhere vs. going nowhere. Remember, your choice of a reference group in your networking will determine the success of the process.

You begin your networking process at your place of work. Look around and identify the top people in your organization. Make these people your role models and pattern yourself after them. One of the best ways to start networking is to go to someone you admire and ask for his or her advice. Don't be a pest. Don't tie up several hours of their time. Initially you should ask for only a few minutes and you should have two or three specific questions. When you talk to a successful person, ask questions like, "What do you think is the most important quality or attribute that has contributed to your success?" and, "What one piece of advice would you give to someone like me who wants to be as successful as you some day?" You could also ask, "Can you recommend a particular book, tape, or training program that would help me move along more rapidly in my career?"

There is a law of incremental commitment in networking. It says that people become committed to helping you, or associating with you, little by little over time. In some cases the chemistry won't be right and the person with whom you would like to network will really not be interested in networking with you. Don't take this personally. People get into, or out of, networking for a thousand reasons. However, if there is good chemistry, if you like the person and the person likes you, be patient and bide your time.

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Don't rush or hurry, just let the networking relationship unfold without over-eagerness on your part. If you try to go too fast, you will scare people away.

Instead of asking your superiors for more money, ask for more responsibility. Tell your boss that you are determined to be extremely valuable to the organization and that you are willing to work extra hours in order to make a more important contribution.

There is nothing so impressive to a boss as an employee who continually volunteers for more responsibility. Many people have the unfortunate goal of doing as little as possible for as much money as possible. But not the winners. The winners realize that if all you do is what you're being paid for today, you can never be paid any more in the future. The person who continually volunteers for extra assignments and does more than is expected gains the respect, esteem and support of his or her boss.

Whenever you do something nice or helpful for others, they feel a sense of obligation. They feel like they owe you one. They have a deep subconscious need to pay you back until they no longer feel obligated to you. The more things you do for people without expectation of return, the more they feel obligated to help you when the time comes.

We have moved from the age of the go-getter to the age of the go-giver. A go-giver is a person who practices the law of sowing and reaping. He or she is always looking for opportunities to sow, knowing that reaping is not the result of chance. You will find that successful people are always looking for opportunities to help others. Unsuccessful people are always asking, "What's in it for me?"

The surprising thing is that the more of yourself you give away with no direct expectation of return, the more good things come back to you in the most unexpected ways. In fact, it seems that the help we get in life almost invariably comes from people whom we have not helped directly. Rather, it comes from others who have been influenced by people whom we have helped directly. Therefore, since you can't control where your help or assistance is coming from, you must establish a blanket policy of giving with complete confidence that it will come back to you in the most wonderful ways.

Whatever your job or occupation, there are trade and industry associations, business associations and service clubs that you can join. Excellent networkers are among the best known and most respected people in the community. To reach that status, they followed a simple formula. They carefully identified the clubs and associations whose members they can help and support and who can help and support them in return. And then they

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joined and participated.

When you look at the various organizations you should join, you should select no more than two or three. Target the ones with the people that can be the most helpful to you. When you join, your strategy should be to look at the various committees of the organization. Volunteer for the committee that engages in the activities that are most important to the organization, such as governmental affairs or fundraising. Then get fully involved in your chosen responsibilities.

You will find that the members of the key committees are usually key players in the business community as well. By joining the committee, you create an opportunity to interact with them in a completely voluntary and non-threatening way. You give them a chance to see what you can really do, outside the work environment. And you contribute to the committee as a peer, not as an employee or subordinate.

Remember, in any committee 20% of the people do 80% of the work. In any association, fully 80% of the members never volunteer for anything. All they do is attend the meetings and then go home. But this is not for you. You are determined to make your mark and you do this by jumping wholeheartedly into voluntary activities that move the association ahead. And the key people will be watching and evaluating you. The more favorable attention you attract, the more people will be willing to help you when you need them.

Networking fulfills one of your deepest subconscious needs — getting to know people and being known by them. It fulfills your need for social interaction and for the establishing of friendly relationships. It broadens your perspective and opens doors of opportunities for you. It increases the number of people who know and respect you. It makes you feel more in control of your career. And it can be one of the most exciting and fulfilling experiences of your life.

Brian Tracy is the most listened to audio author on personal and business success in the world today. His fast-moving talks and seminars on leadership, sales, managerial effectiveness and business strategy are loaded with powerful, proven ideas and strategies that people can immediately apply to get better results in every area. For more information, please go to www.briantracy.com

Set Your Thermostat High

By Greg S. Reid

A great business leader, John Assaraf, once asked:

Have you ever know someone that was maybe a bit less talented than you - do better than where you are right now?

Have you ever known someone who was perhaps smarter than you - yet they never reached your heights, in return?

This could simply be due to where one sets their personal thermostat.

Think of it this way – imagine you set your indoor temperature at an even 70 degrees.

When the doors are open and it's warm outside, what happens? The Air conditioner kicks on to cool things off in a hurry.

The same would happen in reverse if it were cold outside where the heater would pop on keeping you at the desired comfort.

This is how we live our lives outside our homes too.

We perceive what our temperature should be, set it at that level and then surround ourselves with the challenges and opportunities that will keep us in what we call our "Comfort Zone"

This applies towards our self, health, attitude and wealth.

As simple as this is to understand on a conscious level, it is very important that we share it with our inner self as well.

Some refer to it as a glass ceiling; others look at it in a matter of measurable self worth.

What ever definition one decides to use, please know that we can change, adjust, and reconfigure this at any time we choose.

You are worthy; you are special, now go out there and turn up the heat.

Greg S. Reid is the co-author of *Think and Grow Rich: Three Feet from Gold*
<http://www.facebook.com/l/6c402;www.AlwaysGood.com>

Confidence In Your Message

By TJ Walker

When it comes to getting people to take the actions you want them to take, confidence in your message is the single most powerful ingredient in your presentation brew. The difference between people who get elected to the US Senate or Governors mansions across the country versus those who lose and fade away into oblivion isn't intelligence, work ethic, looks or even luck.

Often times the single biggest difference is that winners have the ability and the confidence to stare strangers and friends in the face and say, Will you contribute \$3000 to my campaign?

Those who don't win campaigns, usually lack this ability. That doesn't make them losers in life, but it does contribute to their loss at election time.

Above where I mentioned the ability and confidence to ask people for money, I was incorrect. It really has nothing to do with ability and everything to do with confidence. Anytime you see someone in politics and you wonder How in the world did this mediocrity get elected to anything? you can rest assured that either this person was either born into great wealth or he/she has supreme confidence in asking people for money or favors.

Great salesmen and women, regardless of whether they are selling their own candidacies, used cars, widgets or the next great hedge fund, have three things in common they are confident in what they are selling, confident in the message they are selling and confident that they are great messengers for delivering it.

If you want to have a hugely successful environmental foundation or a huge non-profit that promotes more air pollution, your most develop confidence in your ability to ask people directly for money. When it comes to big-ticket item sales, or contributions for five or six figures, or donations to worthy causes, direct mail wont do the trick. No one will give you money because you have seven university degrees. Customers wont re-order from you just because of good service. New hospital buildings will not be donated just because of your previous track record.

If you want people to give you large sums of money or business or goodies of any sort, you must ask them. And you must ask with supreme confidence and clarity.

Without confidence in your direct request presentations, your arguments and facts will fall on deaf ears. With confidence, your message will have maximum impact. If you combine a good message with a confident messenger and your target the right audience, your success is inevitable.

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TJ Walker is the author of the best-selling book *TJ Walker's Secret to Foolproof Presentation*. He is one of the leading authorities on media and presentation training in the world. With more than 25 years of experience, Walker has trained thousands of CEOs, authors, and experts, including United States government officials, European Prime Ministers, and African diplomats.

He gives more than 100 keynote speeches and training sessions a year on leadership communication, media and presentation skills. His most popular speech is "Bully Pulpits: Speaking Secrets of World Famous Leaders."

Visit his site <http://www.tjwalker.com>

11 Telephone Tips to Effectively Reach Out and Touch Others

By **DR. TONY ALESSANDRA**

We tend to take the telephone and cell phone for granted, but salespeople must demonstrate appropriate telephone behavior when talking to clients and other business contacts. Courtesy and thoughtfulness are the basic components of telephone etiquette. The knowledge of etiquette makes telephoning easier because if you creatively obey the rules, you can be confident that you will behave in the most appropriate, productive way. See <http://www.alessandra.com/products/productdetails.asp?productid=63>

With this in mind, here are some guidelines for polite and effective telephone usage:

1. When answering the phone in the office, immediately identify your company, department, and your name. If you are self-employed with a home office, answer by stating your name.
2. When talking to customers, call them by name. Not only will the customer be pleased, but by repeating the name you're more likely to remember it. Be sure not to overuse this though, as this habit can be annoying. This also applies when talking to an executive assistant. In the future, you can call her/him by name and create rapport.
3. Know yourself and how you sound to others. You can find this out by recording your voice. Then critique your tone, manners, friendliness, and vocal quality. This is even more helpful if others critique you.
4. Always use the hold button if you must temporarily leave the phone. It's surprising what the person on the line can hear, and you may inadvertently embarrass yourself -- or the other person.
5. When placing a customer on hold, make sure you reassure the customer every 20-30 seconds that you haven't forgotten him. If you must do this more than twice, it's probably better to call back when you're able to talk.
6. Know your customers. Know not only their names, but also how they prefer to be treated. Then deal with them in their preferred mode. Do they like a fast or slow pace? Do they want just the facts or do they prefer to chat first before getting down to business?
7. Know your product or service. Your product mastery should shine through. Then you'll be able to match customer needs (benefits) with your product knowledge (features). See <http://www.alessandra.com/products/productdetails.asp?productid=95>

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8. Keep a telephone note pad and pen handy so you can quickly write messages or notes. We've all waited for what seems to be ten minutes while the harried message taker searches for a pencil or paper.
9. Plan your calls ahead. Try writing a summary of everything you need to know before making the call. Every sales call you make should have an objective (goal).
10. Let the customer hang up first. Have you ever concluded a conversation with someone and just as they were hanging up, you thought of one more thing to say? To avoid cutting off your customer's thoughts, let them hang up first.
11. Choose your words carefully. On the telephone, your words and vocal quality carry your message. In person, if there is any doubt as to the meaning, you can sense it from the person's nonverbal feedback. Over the phone, however, you may unintentionally insult your customer and never know it. For example, when you say, "As I said..." or "To put it another way..." you imply that the other person did not understand you the first time. Another common phrase is, "Let me ask you a question." It may be subtle, but this is a command, not question. A command immediately puts someone on the defensive. A better way to say this is, "May I ask you a question?" or "Do you mind if I ask you some questions?" This involves them in the conversation and makes them want to talk to you instead of resentfully following your orders.

Dr. Tony Alessandra has a street-wise, college-smart perspective on business, having been raised in the housing projects of NYC to eventually realizing success as a graduate professor of marketing, entrepreneur, business author, and hall-of-fame keynote speaker. He earned his **PhD** in marketing from Georgia State University in 1976.

In addition to being president of **Assessment Business Center**, a company that offers online 360° assessments, Tony is also a founding partner in the **Platinum Rule Group** – a company that has successfully combined cutting-edge technology and proven psychology to give salespeople the ability to build and maintain positive relationships with hundreds of clients and prospects.

Dr. Alessandra is a prolific author with 19 books translated into 50+ foreign language editions, including the newly revised, best selling ***The NEW Art of Managing People***, ***Charisma***, ***The Platinum Rule***, and ***Collaborative Selling***. He is featured in 100+ audio/video programs and films, including ***Relationship Strategies***, ***The Dynamics of Effective Listening***, and ***Non-Manipulative Selling***. He is also the originator of the internationally-recognized behavioral style assessment tool - **The Platinum Rule®**.

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Recognized by *Meetings & Conventions Magazine* as "one of America's most electrifying speakers," Dr. Alessandra was inducted into the Speakers Hall of Fame in 1985. Tony's polished style, powerful message, and proven ability as a consummate business strategist consistently earn rave reviews and loyal clients.

Making Sales in Tough Times

By Tom Hopkins

The best way to sum up a strategy for succeeding in uncertain economic times is a very old saying, “When the going gets tough, the tough get going.” When business as a whole slows down, many business people say there’s little they can do to change the market and they have to just ride it out.

If that’s the way you think, let me ask you this, where would we be if we all thought that way about our planet? Simple awareness and a desire in millions of people to see improvement in the way we care for our planet is showing positive signs. The gloom and doom projections for the destruction of the earth as we know it are being altered by you and your neighbor recycling aluminum cans, glass bottles and paper products. If you can make a difference in something as major as saving the planet, there is definitely something you can do about the effects of a business slowdown.

The key to finding success within crisis lies in how well you handle what is happening. Succeeding or failing primarily depends on your attitude—and this is never more true than in challenging times.

In the good times we don’t pay much attention to our attitudes, but challenges are constant in our lives. In business, the economic climate is always changing. Much of the time, the changes that take place are caused by outside factors that we’re powerless to control. However, we can control how we react to every situation.

The challenge with many companies and salespeople is that they tend to let themselves become inefficient in good times. They see all the great business they’re doing today and fail to continue to take care of yesterday’s business or prepare for tomorrow’s business. They make keeping on top of the latest industry news a low priority. Then, when things get tough, it’s hard for them to buckle down and become more effective. They’ve lost some of their competitive edge.

By competitive edge, I don’t mean with the competition. I mean the competitive edge within the company—to make each department the most efficient and productive it can be tomorrow versus where it is today.

When you recognize you are in a slump, sit down and analyze what you’re doing different today from when you were at your peak of performance. Good salespeople, like good businesses, keep records and know what worked best and when. They don’t just run out and randomly try new things to turn business around. They rely on their knowledge and expertise to give them a solid footing from which to test new ideas.

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One of the most important elements in surviving a business slump is having your overhead under control. However, be careful not to be so thrifty that others think you're not doing well. First and foremost, don't cut costs in highly visible areas if possible. If you're having a tough time, no one should be able to tell by looking at you. Continue with a high level of grooming. Take care of your briefcase and sales tools. Keep your car clean and neat. You may have to wash it yourself or hire the neighbor's kid to do it instead of having it detailed, but that's okay as long as it looks good. The point is to keep things looking good and eventually they will be good again.

In good times or bad, selling is still a numbers game. The salespeople who have the highest visibility make the most sales.

Another key point to remember is that if you are facing tough times, chances are many of your regular customers are feeling the pinch as well. They may consider making changes in the amount of business they do with you or changing to lower quality materials or less service. Now is not the time to let that happen. Your best accounts should be contacted weekly during tough times. Let them know you care. Give them positive news with each call. Let them feel you are in it with them and that they are important to you. Sticking by them in tough times builds loyalty. Then, when the economy swings back around, as it always does, who are they going to remember? You.

Successful salespeople set everything else aside when they believe that the right time to cope with a major challenge has arrived. Then, they put all their energy into dealing with that challenge. They face it squarely and get creative with their solutions.

Then, there are those who do the opposite. They ignore the challenge as long and as thoroughly as they can. Rather than taking action, they worry. When they finally decide which move to make, they often find they have already lost the opportunity.

Remember: a drop of negativity is like a pebble falling into a still pool. Its impact reverberates in all directions, spreading all the way to the outward edge of the pool. Then, it comes back. Positive thoughts or actions work the same way. By spreading positive thoughts and performing positive acts with the people around you, they will in turn share that positive thought or attitude with those they meet. Just like the pebble, the positivity spreads out until you, as an individual, have made a powerful, affect on something that you once thought was a problem too large for one person to make a dent in.

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Dealing with Change in a (Seemingly) Uncertain World

by Pat Rocchi

So were you surprised by this Great Recession? I wasn't, and apparently neither were scores of prominent economists who predicted this economic reset months before it occurred. But my prescience served me well.

On the last workday of 2008, I was informed by my company that they were eliminating my job. However, I had predicted that this would happen almost a year before, and I began to prepare myself. On the day I received my notice, I had already paid off my mortgage, set up a consulting business, and was putting the finishing touches on a book that was, appropriately, a guide to handling change. I was ready to go in a new direction, navigating my own course.

Thomas Campbell, a 19th century English attorney and poet, wrote, "Coming events cast their shadows before." While I am an optimist nature, I often find myself looking over my shoulder, suspecting that I could face new and un-positive circumstances in my life. Simply put, I have come to expect the unexpected. And such an expectation is not a bad thing. In fact, I heartily recommend it, as expecting and accepting change help us become the beneficiary of change rather than the victim of it.

My approach to this subject is organized according to a set of principles I call the Six P's of Change, which are detailed in my book. Here are the basic concepts:

Step 1 — Develop the PERCEPTION that change is a reality. Nobody is immune from change. I was not, although I was born into an America so fortunate that we all began to think that trees could grow to the sky. But I learned to recognize that change is inevitable, a theme that has become my life philosophy. Once I recognized change's inevitability, I lived my life accordingly, not in a constant state of paranoia, but, rather, in a state of preparedness. Adopting this philosophy also brought me greater peace of mind.

Step 2 — Gain the PERSPECTIVE that change is often neither all positive nor all negative.

I have come to believe that the "good old days" are usually replaced by a set of good new days. Change is not automatically all good or all bad. More often, the quality of change depends on what you make of it. Positive change is bound to bring you good fortune if you are prepared to let it do so. Negative change is more difficult, but even that may be a catalyst for renewal or advancement if you turn that change to your advantage. (Fact: More successful businesses are created during recessions than in other parts of the economic cycle.)

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Step 3 — Learn the art of **PROGNOSTICATION**, which is all about predicting the future the best you can before the future happens to you. Through awareness, education, and an alert attitude, you can learn to foretell change to some extent. There are experts out there who provide you with all the information you need IF you take the time to listen. Did you ever notice that some things seemed obvious in retrospect? (“Oh, I should have known that you were planning a surprise party for me!”) That’s because we realize the signs were there all along. We can learn to read many of those signs earlier and be that much ahead of the game.

Step 4 — Practice **PROACTIVE PREPARATION** for whatever you see is coming down the road. Once you have a sense of changes that may be ahead, it is important to assess your preparedness to face them, whatever those changes may be. This is where your imagination can fly. For example, if things start to look shaky in your workplace, picture yourself as your own corporation — (YOUR NAME), Incorporated — an organization with a mission, a market, and profit center. To determine how competitive this new corporation will be, you must assess yourself honestly and thoroughly. Looking internally, what are your strengths and weaknesses? Looking to the outer world, what opportunities and threats lie ahead?

My key piece of advice here: Become a lifelong learner.

Step 5 — Develop **PLANNING** — a step-by-step strategy that will meet your defined goals. Once you have assessed your skills and the external factors that may affect your future, it is important to take your thoughts and create a plan of action. You will learn about plans that kept the rich and famous as rich and famous as they were before they faced their own life-altering changes. In fact, many of them took calculated steps to surmount the odds they faced, and they thrived in the face of adversity.

Step 6 — Implement **PERFORMANCE** of your plan, executing all of its elements superbly. Writing down a plan is one thing. Bringing it to fruition is another. You must get into the mental discipline that is necessary to execute your plan and make it a reality. Yes, William Arthur Ward, one of America's most quotable and notable inspirational writers, was correct when he said, “If you can imagine it, you can achieve it. If you can dream it, you can become it.” Unfortunately, imagination and dreaming are not enough. Many people read Mr. Ward’s quote and stop there. They don’t think of the hard work and follow-through that are needed to succeed. The most important of our tasks is execution.

As we undergo our transitions — our movements from one situation to the next, whether they are in our work, our health or our personal relationships — we must learn to handle them smoothly and gracefully. I learned to ask the right questions both of myself and my situations, and I learned to seek the most appropriate answers. This newfound knowledge

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was truly liberating, and it helped me deal with our economic sea change very effectively. I believe that this knowledge is available to everyone and any one.

Pat Rocchi (<http://patrocchi.com/>) has helped implement change in a wide variety of organizations, such as healthcare, information technology, nonprofits, and manufacturing. He is a versatile communicator, serving as a consultant, speaker, author, and media producer. Pat's book, *The Six P's of Change*, has received glowing reviews on Amazon.com. It has been published around the world, and it will soon be available as computer-based training program from Leadership Clicks.com. You can reach Pat at patrocchi@comcast.net.

A Better Bottom Line with Nearly Free IT

By Louis Rosas-Guyon

There are more business start-ups now than ever before. Talented, capable people are tired of being at the whim of uncaring corporations and striking out on their own. When the economy is upside-down, anything can happen.

Today, every business has to deliver more, for less. Time costs money, and money is getting tighter and tighter. You need to find technologies that are cheaper, better and faster; but that don't get in the way of running your business.

The challenge is identifying the tools that will help you improve performance, exploit efficiencies and build competitive advantage. Fortunately, the solution exists in the Cloud.

What's The Cloud?

Technically speaking, the Cloud is just another name for the Internet. The Cloud refers to a shift away from the individual importance of any computer. The computer is just a machine. It shouldn't matter if it breaks, explodes or catches fire. It should not impact your business at all.

I realize you think I'm crazy. "My life is in that laptop," is something I hear every day. They don't really mean the laptop, what matters is the information inside it! Now your information can reside in the Cloud: freeing you from equipment investments, costly computer techs, unreliable backups, expensive software and a whole host of nasty surprises.

Undeniably, there is a major mental shift required to trust another company with your business information. Many are never able to overcome this barrier and are trapped in the old paradigm, with the related costs. That always happens when there is a paradigm shift. Those who are able to adjust to the new paradigm can harness the new tools and blow away the competition. Welcome to the Cloud Paradigm.

Computing As A Utility

We are all familiar with public utilities. Electricity, water, sewer and telephone are all metered services that you get for a monthly fee. You pay only for what you consume.

That's the key. You never buy more than you need - which makes it an ideal billing structure. Your behavior allows you to control your costs. If the electric bill was too high last month, start turning off lights.

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Under the old computing paradigm, if you wanted large computational or storage capacity, you had to spend a fortune in hardware and software systems to provide these services. It meant you needed a dedicated server room with proper climate control to preserve the equipment. You also needed a full-time computer technician to monitor, maintain and manage these expensive computers. These systems were cumbersome, expensive and required constant care and supervision.

But all that changed with high speed Internet connections.

Business Tools

Online there are tools and services that you can harness for a fraction of the price of typical enterprise-level software. That means you can have the same tools used by Fortune 500 companies, for a fraction of the price. It means having access to state-of-the-art computer tools and engineers for a price you cannot ignore.

The companies that are hosting these Cloud services know that their entire business will collapse if there is ever a security breach or data loss. So, they hire the best computer engineers to manage their world-class computer centers. You get the benefits without the massive costs. That means you get the software tools, plus the security, plus the backup, plus the freedom without the cost. Who has better computer geeks than Google?

Suddenly natural disasters, fires, theft and equipment failures don't matter. Sure, it sucks when you have to buy a new laptop because your old one fell in a lake. Isn't it better to know that your information is safe and secure? Suddenly, the computer is just a machine again. And machines don't matter.

Cloud Tool Examples

Office Suite

Personally, I recommend Zoho (www.zoho.com) which offers a suite of online business applications. Everything from word processing, spreadsheets, presentations and much, much more is available. Zoho Business (business.zoho.com) includes email hosting, websites, team chat and document management. You get the first 10 users for free. The 11th user costs \$5 per month.

Scheduling

If you want to let customers make appointments with you, look into ClickBook (clickbook.net). This product puts a Book Now button on your website which links to the

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ClickBook service. It handles repeat appointments, client management, and can send reminders to your customers to reduce "no shows."

VoIP / Skype

Voice over Internet Protocol, or VoIP, is technology that routes telephone calls over the Internet. Traditional phone features are also available, such as call forwarding, three-way calling, caller ID, and redial. For my money, nothing beats Skype (www.skype.com).

Backup service

Avoid backup headaches and hassles and get Mozy Unlimited Backup (mozy.com). For \$5 per month, you get unlimited online backup that runs automatically. Or you can get 2 gigabytes of free online backup from Mozy. This is great if you only want to backup important documents. If you have multiple computers you'll need a Mozy Business account.

Project management

Mentat (gomentat.com/home/overview) is a free project sharing service that allows users to share To Do lists and share projects. Users can assign tasks, make comments and close items.

Customer Relationship Management

Free CRM (www.freecrm.com) is a web-based tool for contact and lead tracking, sales and contact management, sales pipeline management and forecasting, customer service and business management.

Chase Your Dreams

Just because the economy is in trouble, the corporate giants are out begging and the world is falling apart, it doesn't mean you shouldn't chase your dreams. Warren Buffett says when people are greedy, be cautious; when they are cautious, be greedy. Buffett didn't become rich by being stupid or wrong.

Now is the time for you to grab hold of your dreams and start building your business. Don't wait! When the business world is upside-down, opportunities are everywhere. Get started today! What are you waiting for?

Louis Rosas-Guyon is a business technology expert, author of Nearly Free IT and a reformed evil genius. For more, sign-up for his free insights at <http://www.facebook.com/l/4bd21;www.LouRG.com>.

Recession Proof Your Health!

By Gina Van Luven

You are given twenty-four hours in each day. The hours may be fixed; but what you do with them is your choice. In a recession, it may be easier to overwork, leaving little time for your “self.” When you allow your *self* to take a back seat, you invite sickness and disease to take the front. So, how can you ensure your *self* continues to receive the attention it needs to thrive and be healthy and still maintain a successful, prosperous career?

Below are some simple tips to help you “recession proof” your health and create more room for success and prosperity in all areas of your life.

1. **Give yourself permission to have some down time.** Take a walk, exercise, read, meditate or enjoy a relaxing bath. Although an hour or two is best, even ten minutes of “you” time can help you regenerate, making you more effective in other areas of your life. Setting aside a little time everyday is an essential step toward maintaining your overall health and vitality.
2. **Listen to your body.** If you feel like you are getting run down or don’t feel up to par, it is important you do something to reverse the damage before it gets worse. Perhaps you need a good night’s sleep or a nap. Maybe you haven’t been eating properly and need some healthy vegetables to perk you up. Or, perhaps you need some time with your family or friends to make you feel better. Whatever the “cure,” be sure to honor your body. Doing so can help you be more productive in the long run.
3. **Plan for at least five days of home-prepared meals.** Your nutritional needs should be put first – especially when busy. Getting proper nutrition can help you keep up with a demanding schedule without getting worn out. It may seem easier to eat fast food or boxed dinners (which have minimal nutritional value) than to make nourishing home-prepared meals. However, in the grand scheme of life, the benefits of “health” far outweigh the benefits of “time.” Consider your time in the kitchen as an “investment” in your overall life plan. Eating fresh, home-prepared meals offers the best “insurance” for long-term health and vitality.

To save time in the kitchen without compromising nutrition, try applying the following cooking tips:

- A. **Keep it simple.** Stick to only a few herbs/spices and use minimal preparation. For example, asparagus or green beans sautéed in butter or olive oil with sea salt, garlic and basil is a simple dish that takes only a few minutes to prepare. Add some grilled salmon (which takes only about 5 minutes) and quinoa (a

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grain that takes only 15 minutes to cook), and you have a delicious, healthy, home-cooked meal in about 20 minutes.

- B. **Maintain a well-stocked refrigerator and pantry.** Being stocked with food, including lots of fresh fruits and vegetables, sets the stage for quick and easy meal preparation and healthy snacking. Also keep frozen fruits and veggies on hand for when you are in a pinch and have nothing fresh available.
- C. **Cut “staple” items all at once.** Meal preparation is much easier when all the food is ready for use. Set aside one hour a week to do all the washing and chopping for the week, and refrigerator in glass containers for easy access. If you have children old enough to properly use a knife, you may want to solicit their help with this task.
- D. **Cook once; eat thrice.** Cook more than what you need, portion it out, and save the remaining for future meals. For example, if you cook plain brown rice, you can make several different dishes out of it later. You can make it “Mexican” style by adding salsa, “pilaf” by adding vegetables, “Cuban” by adding beans, etc. You could also utilize a left-over dinner (like described in tip A) for lunch the next day, saving both time and money.

Applying these simple tips can help you achieve a more stress-free, healthier lifestyle, while increasing your potential for success and prosperity. Remember, investing in your career starts with investing in your *self*! Recession proof your health and create a path for success and prosperity in all areas of your life.

Gina Van Luven, author of “I’d Rather Scrub Toilets than Cook!” is a Holistic Health and Nutrition Counselor certified by the American Association of Drugless Practitioners and Columbia University. She assists individuals and groups with their health and wellness goals by providing education and guidance using a variety of tools and techniques. You can read more about her and her products and services at www.YOUniqueNutrition.com. To schedule a consultation or request her to speak to your group or organization, please email her at gvanluven@youniquenutrition.com.

Your Press Release Stinks – and What to Do About It

By Danek S. Kaus

That's a pretty nasty headline, isn't it? You might even find it offensive. But I'll bet it got you to read at least this far.

So why do I make this controversial and confrontational assumption?

The answer is simple. Before becoming a publicist, I worked as both an editor and a staff reporter. Part of my duties included wading through the countless press releases sludged out by people who didn't know what they were doing. Many of these writers were in-house publicists for one company or another. Others were the owners of small businesses that knew they needed publicity, but didn't know how to go about writing an effective release. I'm not alone in this observation.

My fellow journalists also have this complaint. It is the number one gripe I found when interviewing journalists for my book, *You Can Be Famous! Insider Secrets to Getting Free Publicity.*"

With journalist-aggravation in mind, I'd like to share a few tips that can help you to write powerful, attention-grabbing releases that will get read and help you to get the publicity you deserve.

Let's start with the headline. It is the most important part of the release. It must get the attention of the editor or reporter who reads it. If not, it will be thrown in the garbage without a second thought.

Think carefully before writing it. It must convey the essence of the idea, story, product or event that you are trying to promote.

Once you've decided on the main idea for your release, consider how to make the headline say, "Hey, look at me. Read me." There are several proven headline templates, many of which come from the world of advertising.

You can:

Make a controversial statement

Ask a question

Offer a benefit

Arouse curiosity

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State a surprising fact

There are many more, but these samples will give you some idea of what I mean.

Compare the following headlines:

XYZ Company Announces New Tax Software

New Tax Software Helps Businesses Slash Tax Bill by 30%

Which headline would make you want to learn at least a little more?

Now, the headline has to be true, and you have to back it up in your release. Which leads me to the second most critical part of the release — the lead. The lead is the first one to three sentences of the body of the release. It's purpose is to convey in a little more detail, the essence of the story. The lead should be short and punchy and get to the point immediately.

Don't drown your lead, like way to many people do, in a swamp of company background as if its some kind of warm-up to the real deal.

For example, don't write something like: XYZ, a leader in business software with a history of blah, blah blah, has announced the release of it's new tax software that ...

Instead, write something closer to: New tax software published by XYZ guarantees that business owners who use it will dramatically reduce their tax bill by as much as 30 percent. Tax Monster, as it is called, searches the tax return and does a cross check of all recent legal deductions

See the difference?

You can also power up a press release by fueling it with a few relevant quotes from the company spokesperson. If you're a small business owner, that's probably you.

And try to make those quotes distinctive and memorable. Use images and metaphors, if you can. Something like:

"Ask not what your country can do for you, ask what you can do for your country."

"Speak softly and carry a big stick."

President John F. Kennedy uttered the first one about 50 years ago. President Theodore

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Roosevelt said the latter about a century ago. Both those phrases are still with us today.

So, there are a few ideas to keep your press release on the journalist's good pile and out of the recycling bin, or the nether-world of deleted emails. Start using these principles and you'll soon start getting the all-important media coverage that can propel your business to greater and greater success.

Danek S. Kaus is a veteran journalist and self-help writer. He is the author of ***You Can Be Famous! Insider Secrets to Getting Free Publicity***. Visit his website:

<http://getfreepublicitynow.com>

Danek is the co-author (with David R. Barron) of ***Power Persuasion: Using Hypnotic Influence to Win in Life, Love and Business***.

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Throw Away Your Fat Clothes - No Really, I'm Dead Serious

By Larry J. Bradley

I know I'm not the most politically correct person, and I could have called this "Beat the Recession By Managing Yourself and Get Everything You Want Along the Way." With that said, I apologize for using the words fat and dead in my title. I'm not a doctor but you must agree that there is a relationship between those two words. Obesity is epidemic in our country even among young children. Many people spend their lives fully engaged in the battle of the bulge while digging their own graves with their teeth.

Billions of dollars are spent every year on solving this problem. As American's wallets shrink, their girth continues to expand. Have you every heard someone say, "I am going back to XYZ diet program because it really worked for me?" Well, hello! If it really worked, you wouldn't be going back to it. Billions spent are on solutions that are focused on circumstances or conditions outside of the individual.

Enter Sam, or as we will come to know her, "7." She is my client, who presented with serious weight problems, which in her words, were "destroying my life." I asked Sam to think about the significant goals she had for her life – in every area including: health and fitness, wealth, relationships, spiritual and professional. She really thought about it and said she could identify as least a couple of goals in each of these areas. I asked her another question, "What one single goal, if you were to achieve it, would most positively impact your life and every other goal?" (This process is called chunking whereby you mentally chunk up to a single goal which, when accomplished, most positively impacts your life.)

After some reflective thought Sam said, "I believe that would be my weight and fitness goal." I asked, "What is that goal?" She replied, "To be totally physically fit." Together we explored how the accomplishment of that one goal would affect the balance of her life. We agreed that she would achieve greater health, look and feel wonderful and have higher energy allowing her to achieve much more, with great self-esteem. As a reward for her accomplishments, Sam said she would go on a shopping spree to completely replace her wardrobe.

During our time together, I asked how she would know when she was physically fit? She responded, "Through my clothes. They talk to me." I agreed and asked her to explain.

She said she has a favorite pair of jeans and a blouse she loves to wear but when she does they look and feel uncomfortable. I asked her what would her ideal dress size be that would tell her she was physically fit. She immediately said, "Size 7." I told Sam that her

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clothes are actually talking to her in a way that I'm sure she didn't realize. I explained that if she was like most people she had several sets of clothing in her closet, skinny clothes, medium clothes and fat clothes. Every single day, several times a day, when she walks into her closet the fat clothes are hanging there talking to her at an unconscious level screaming, "We know you'll be back! We'll be here waiting for you." That message is sent to Sam's subconscious every time she walks into her closet. We wonder why we just can't lose the weight.

We developed a plan, a combination of Self-Talk and Neuro-Linguistic Programming (NLP). I told Sam to focus primarily on the one goal because it has multiple rewards and will arrest the balance of her goals. Using a very simple visualization technique, whereby, in a very relaxed state, Sam would think of all of the positive outcomes of being totally fit.

She visualized herself wearing a size 7. She would see herself shopping, trying on and looking fabulous in her new clothes and most importantly, the new bikini. She would see herself with the man of her dreams, filled with incredible energy, getting things done that she only dreamed of with extreme ease – all the while repeating to herself and seeing in her mind's eye the number 7. She would see herself in spiritual balance. In her professional sales position with a national real estate company, she would be shattering records. Her doctor would describe incredible test results, telling her how fit and healthy she is. People would begin to notice how great she looked and tell her how incredibly proud they are of her. Sam's self esteem sky-rockets all the while thinking and seeing the number 7. I told her to practice this brief visualization exercise as often as she could but at least twice a day especially before going to bed.

In terms of her thought process and self-talk, I coached her to reframe everything she wants in her life in terms of what she wants (desired outcome) and not what she doesn't want (undesirable outcome). In other words, only speak and think in terms of already possessing the desired outcomes. Finally, to put it all together, I told her that the number 7 is her trigger anchor. Every time she thinks about her fitness goal, she should repeat the phrase, "I am a size 7."

With some trepidation, I asked Sam what size she currently wore. She said that she once was a size 16 but currently a 14. I instructed her to go home, take her every piece of clothing larger than a 14 and give them away. As she begins to lose weight and drops to a size 12, give away all of the size 14 clothes. She is to continue to do this until she

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becomes a size 7. By the way, whenever I address Sam now either in person, via email, text or voice mail, her new name is "7."

These exercises are powerful. I urge you to do them yourself and by all means – throw away your fat clothes!

Larry J. Bradley is an author, speaker, personal and professional coach and consultant. He is a business turnaround specialist, certified Self-Talk trainer, NLP practitioner and coach, as well as a hypnosis and time-line therapy practitioner. His areas of expertise including parenting, personal success and management, persuasion, influence and sales. He can be reached at LarryBradley11@gmail.com or 856-535-7500.

The Blueprint to Your Wealth

By Arthur Toole, III

Want the secret to living your dream life? The power to live life on your own terms? How about having the ability to fire your boss? Read on and find out how. Everything in life has a pattern. Once you have discerned the pattern, you are allowed to partake of the benefits. After years of learning the patterns to wealth, I designed The Wealth Blueprint system. This system literally takes your dreams and interweaves them with your fantasies in order to create a new reality for you. Once you learn this system, a whole new world will open up. Need some examples? How about these results my clients and I have obtained in 2009-2010:

1. **Sapience, Inc. Investment Strategy:** Results were (remember this was during the recession last year):
 - a. Laser Focus portfolio: 533% return (that's no typo ☺)
 - b. Aggressive Portfolio: 44% return
 - c. Baseline Portfolio: 11%
2. **Corporate P.R.I.D.E Branding Strategy:** Resulted in companies working to recruit me in June 2009 and offering base compensation of 150% of my then current earnings.
3. **Credit Beautification Strategy:** Enhance previous clients credit score by an average of 100 points (through legal, moral, and ethical methods, not the ones where you are worried about being caught, lol!)
4. **Sapience Start-up Strategy:** In 2010 alone, resulted in the successful creation of three companies (Successful defined as having clients waiting on **YOU** to launch with cash in hand)
5. **Personal P.R.I.D.E. Branding Strategy:** Resulted in companies and individual entrepreneurs seeking me for partnership opportunities in order to leverage my expertise

First, understand this I am not sharing this to brag. Nor do I need my ego stroked...having a beautiful and supportive wife who accomplishes that. Rather, I tell you this because you can have this and more also. But first you have to stop wanting to be poor! I hear you saying, "who on earth WANTS to be poor??!!" I'd say, more that you realize. Unfortunately, you may subconsciously want to be poor and are fulfilling that desire in your daily actions. Here's proof.

Can you answer yes to any of the following 10 questions?

1. Do you believe that wealthy people are cold hearted and stingy?
2. Do you choose not to tithe or give at least 10% of your gross earnings to a cause you believe in?

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3. Do you spend more time watching TV (you know, American Idol, House, Law & Order, etc) than you do working on your personal brand?
4. Are you scared to look at your:
 - a. Credit score?
 - b. Bills?
 - c. Checking account?
 - d. 401k or other retirement accounts?
5. Do you fail to max out your 401k plan, but buy lottery tickets?
6. Do you not know what your net worth is? Or even know what "Net Worth" means?
7. Have you read less than 5 books (or magazines in your area of expertise) within the past 18 months?
8. Do you fail to seek out mentors in your field because you feel either they won't help or that you don't need any help?
9. Do you have only one means of income? One means of retirement savings?
10. Do the people in your inner circle talk more about celebrities lives, sporting events, the problems they have more so than what you are doing to build yourselves up, opportunities in the marketplace, or how you can help each other?

If you answered yes to one of these, you have become caught up in the trap of making a living versus designing a life. Don't be dismayed. I was in the same boat until I finally reached the pain point of truly being sick and tired of being sick and tired. I was tired of having people or institutions I cared about go through financial turmoil and all I could do was say, "I hope it gets better."

I was tired of having more money go out than come in each and every month. I was tired of seeing people who were no better, no more qualified, and no more talented than I succeed while I struggled. I foolishly thought that there must be something special about them. Some inherent quality that allowed them to succeed in the areas where I'd failed. But upon closer inspection, I realized that the problem was not them, but me. I was the one getting in my way.

After that realization, I started noticing a pattern in all of the ultra wealthy people I'd observed. They all lived by a similar code. They all had the same guiding principles that propelled them into atmospheric success. After witnessing this, the moment of truth came. I decided to adopt the same principles.

Those principles thrust my family and me to a level of success unlike any of our families' predecessors have ever seen. My wife was able to fire her boss and never look back. She was able to take a year off from working any form of work to spend time with our daughter. She was able to launch her own company and take clients as she feels like it (can you tell I'm proud of her☺).

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I am not without a few successes on my own and now that I have embraced these principles, opportunities continuously seek me out. All of this because of 5 principles, we are living the life we designed...and this is truly just the beginning.

So what are these mythical principles? Let me share those now. The principles are:

1. Wealth starts with an internal belief
2. Have a fearless mindset
3. Plant seeds of purpose
4. Determine what you can give or exchange, not just receive
5. You are the sum average of your inner circle

At first this may seem mundane, but I promise you, if you cannot embrace these principles, you **CANNOT BECOME WEALTHY**. Don't worry; I won't leave you without a plan to implement them. Here is the 8 step system to eradicate the mental and financial parasites to your wealth:

The Cure:

A. Amputate:

1. The Mental tumors: Impulsive Mentality
2. The Addictions: Consumption Mentality
3. The Cancerous debt

B. Antidote Ingredients:

1. Add quality relationships
2. Elevate you mind (education, understanding what true wealth is)
3. Understand true Real Estate opportunities
4. Own multiples companies (i.e. stock investing)
5. Market your craft (Entrepreneurship via the Sapience P.R.I.D.E. way)

Trust me, if you do this you will never be poor again. The way to wealth is simple, but not easy. It is going to take sincere effort on your part to build on (or undo if you answered yes to a lot of those questions mentioned earlier) your past and become who you are meant to be. However, if you were wise enough to find this book, you are than capable to utilizing the Blueprint to your Wealth.

Remember:

Life is short. Dream ridiculously big. Have no fear. Take action now...

The Wealth Builder,

Arthur Toole, III

Arthur is the Wealth Builder of this generation. His proven techniques led his clients to living their lives on their own terms. His highly anticipated book, "The Blueprint to

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Legacy Wealth” discusses the system of wealth creation that has eluded the masses for centuries. To contact him, visit his site www.arthurtoole.com.

One Element for Getting A Job During an Economic Crisis: Bring Your Best Stories

By Tom Marcoux

Opportunity dances with those already on the dance floor.

H. Jackson Brown, Jr.

What's the best way to be offered the job you're interviewing for? You bring out your best stories. An old sales refrain is "Stories sell; facts just tell."

The problem is that many people feel they merely need to express the facts or just refer to the details on their résumé.

It's not real until you tell a story.

Tom Marcoux

The interviewer must actually see the value you provide. The way to do that is with a story.

How do you tell a story in a powerful way? When I trained people at Experience Unlimited (connected to the California Employment Development Department), I noticed that other trainers emphasized the P.S.R. pattern, which stands for Problem, Solution, Result. This is a good start, but an important element is missing: E for emotion!

Here is an example of telling a story that uses P.S.R.E:

I was hired to be a unit production manager for a feature film. The screenplay called for a bus. But the budget was strained. We needed a public place so that the romantic leads could meet by happenstance. A bus would require rental fees, hiring an off-duty police officer, hiring a bunch of extras, feeding everyone, and getting costly permits. I suggested the solution of having the two people meet in an elevator. Then I suggested that we could build an inexpensive elevator set in a living room using two by fours. The face of the producer lit up with relief. She told me, "Joe, I can always count on you to solve a problem with creativity and to guard the budget. Good work."

The E for emotion comes from the comment from the happy producer. The story presents the problem, some suspense, and the triumphant and happy ending. It also inspires good feelings in the interviewer because she has experienced the value the storyteller brought to a situation.

Here is another example of P.S.R.E:

A client came to our advertising firm and said that she needed a project done in three days. Usually, such a full campaign takes two weeks. I asked her careful questions, and I worked like a detective to see if any parts of the campaign could be dropped to get her project done in time. I helped her make the hard

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decisions. Our team pulled together and we got the work done in three days. The client told me, "Mary, I can always count on you to make me look good!"

In this article, I talked about bringing your best stories to the interview. Realize that rehearsal is crucial. It is truly how you tell your story that makes you influential.

This has been an excerpt from Tom Marcoux's book entitled: *Truth No One Will Tell You: How to Feed Your Soul, Save a Business or Get a Job in an Economic Crisis*

* Available at Amazon.com at <http://bit.ly/8RTRk5>

Tom Marcoux helps you accomplish big dreams. His 9 books and 21 audio programs have sold in 15 countries. An award winning speaker, Tom coaches people to success through public speaking and revising the text of their speeches. He has served as a speech writer to CEOs, award-winners and members of academia.

Tom also coaches clients and audiences about job interviewing, media relations, and branding. He guides audiences (IBM, Sun Microsystems) to success in "Time Leverage" (better than time management) and media relations. A member of the National Speakers Association, guest expert on TV/print, Tom was dubbed "the Personal Branding Instructor" by the *San Francisco Examiner*. Tom addressed the National Association of Broadcasters' Conference for six years. With a degree in psychology, Tom is a guest lecturer at Stanford University and teaches seven classes at Academy of Art University — including graduate level classes in public speaking and professional communications. Winner of a special award at the Emmys, Tom wrote, directed, and produced a feature film that went to Cannes film market, where it gained international distribution. He produces the book/film projects Crystal Pegasus (children's) and TimePulse (science fiction). www.TomSuperCoach.com

re:Position Your Perspective!

by Paul Wilson, Jr.

Are you an optimist or a pessimist? Are you a glass-half-full or glass-half-empty kind of person? Are you flexible or fragile?

Life doesn't always go as you plan or expect. Get used to it. Regardless of what happens in your life, you always have the choice of how you will respond to it. Sometimes that choice is easier than other times.

I'm sure that most of the millions of people that were downsized over the past couple of years didn't *expect* to get fired. Nevertheless, getting fired could be the best thing for many of these people, especially if they take this opportunity to **re:discover** their identity, **re:affirm** their purpose, and **re:chart** a course that is more in line with their passions.

"A pessimist makes difficulties of his opportunities, while an optimist makes opportunities of his difficulties." ~ Harry S. Truman

To **re:Position** your perspective means to assess your current situation in relation to the external environment and then adjust your mental/emotional focus in order to take advantage of opportunities that are not obvious to pessimists. This attitude compels you to be more creative, more resourceful, more clever, and more enterprising than other people are willing to be right now. This mindset also enables you to see diamonds where others only see dirt.

re:Positioning goes beyond just making lemonade out of lemons. It's applying your creative abilities to the lemonade and then strategically positioning yourself in the marketplace so that you can become the most unique, dynamic and valuable lemonade enterprise that ever existed – in spite of what's happening in the economy right now!

Here are some ideas to help get you started down the path to **re:Position** your perspective:

- ☐ Consider different insights from yours...
- ☐ Learn from different sources...
- ☐ Do "it" differently than what you planned before (whatever your "it" is)...
- ☐ Partner with people that you previously overlooked...
- ☐ Pursue a career path that didn't exist years ago...

re:Position Your Perspective

- ☐ Leverage technology that didn't exist years ago...

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- ☐ *Study a subject that you didn't care about before...*
- ☐ *Merge different ideas together...*
- ☐ *Be more imaginative...*
- ☐ *Be more flexible...*

Life doesn't end with an unexpected setback. Life doesn't end with a job loss. Life doesn't end with a failed business. Today is the start of a new beginning. Learn from your losses. Build from your blunders. Mature from your mistakes. Prosper from your pain.
re:Position!

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Paul Wilson, Jr. is a dream catalyst, inspirational speaker, and business coach, igniting exponential ideas to create extraordinary lives. He uses creative strategies, powerful inspiration, and practical tools to help people live purposeful, passionate, and prosperous lives. Paul is the author of "Dream B.I.G. in 3D: How to Pursue a Bold, Innovative God-Inspired Life!" He is also the Chief Inspiration Officer of Biznovations, LLC, an innovative company focused on equipping individuals and organizations to increase their financial, social, and spiritual profitability. Learn more about Paul at www.paulwilsonjr.com.

9 Tips For Marketing Your Business Using Online Video and Social Media

By Steve Crow

Print, TV and banner advertising programs are giving way to a new form of marketing and promotion that people actually search for and *want* to watch.

Internet audiences love two things; watching online videos and interacting on social media sites like Facebook and Twitter. A carefully crafted online video marketing program integrates both.

A comScore study published in August 2009 reported 158 million Americans watched 21.4 billion online videos during the previous month. Not surprisingly, YouTube accounted for just under 42% of those views.

Repurposing Your Marketing Into a Public Service

Every small business owner is an expert in something. Furthermore, if you count hobbies and perhaps knowledge gained from prior careers there could even be multiple areas of expertise. For instance, I am thinking of the locksmith or barber that also happens to be very knowledgeable about photography or map making.

If you are willing to share this knowledge online, knowing that the majority of people seeing your content will never actually become customers, then you are ready to reap the financial and promotional rewards of literally turning your marketing into a public service.

By providing reliable, un-biased information to the Internet audience you'll be raising your professional profile while at the same time driving new business.

But hold on, you're not quite ready to grab a camera and microphone yet. Here are 9 tips that are going to save you lots of frustration and aggravation and get you headed in the right direction.

9 Tips For Getting Started With Online Video Marketing

1) Don't Try Creating A "Commercial"

Build your video strategy based on creating informative, educational content that actually helps people, not "commercials." Examples include "How To" or "FAQ" videos addressing typical questions asked by your customers.

Provide customer-centered tips and resources, explain service options, give your

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opinion on the industry issues of the day or maybe create a series of videos addressing common misconceptions about your field.

2) Shorter is Better

Keeping each video to under 3 minutes is ideal. Provide overviews - not detailed discussions. You can always break a more complex topic down into several videos if needed.

3) Sound is Key

Poor sound is the quickest way to guarantee your video will not be watched all the way through. Distracting background noises, echoes, inconsistent levels or a microphone placed too far away will lead to a quick click of the “stop” button.

4) Lighting

Practically all consumer level digital video cameras suffer from poor low-light performance. If you don't have a professional light kit, try and film in areas with outdoor facing windows and then use sheets of white poster board held off-camera to bounce the light where it is needed.

5) Scripts are for Actors

Don't try writing out a long, detailed script beforehand and delivering it word-for-word to camera. That is sure to backfire and result in a stiff, unnatural presentation that won't project the image of a caring, confident professional. Break your main points into 10-15 second sound bites and speak in a very conversational tone.

6) Don't Be A Talking Head

Using a variety of angles, mixing wide shots with medium and close-ups will help keep your viewers engaged.

Be sure to capture lots of atmospheric and location shots too. This adds visual interest and allows your video editor to cover up small mistakes while creating a smooth-flowing experience for the viewer.

7) Where To Present Your Video

Your own Web site or blog and YouTube are the minimum number of destinations to consider. Facebook, MySpace, iTunes and even Twitter are fantastic opportunities as well.

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Offline promotion is equally important. Do you have a newsletter or other mailing? Are you running any print advertising? Make sure you have a short URL you can add to those existing marketing pieces that will lead audiences directly to your videos.

Why not show your videos during workshops or other live events you may host?

Finally, if you have a retail business - consider turning your sales floor into a video showroom. For as little as \$400 you can purchase a flat panel screen with an integrated DVD player and have a series of short videos running on a continuous loop. Set up the screen where customers can view it while browsing in your store.

8) Brand with a Call To Action

Every video you produce should be branded with your business name and contact information and conclude with a call to action to telephone the office or visit your Web site. It's constantly surprising how many people forget to do this simple step.

9) Online Video In The Living Room

A variety of devices already allow Internet-based videos to be watched on living room TV's, with not much effort your videos could easily be one of them. This trend will grow to have a huge impact on your marketing opportunities in the coming years.

Mobile video is another area you can't afford to ignore. The Apple iPad and similar devices are going to have a huge impact on business marketing and they are ideal for presenting video.

Many cell phones and portable music players also play video. We take these devices everywhere with us - even to the movies! Think creatively about what kind of content you could create that might be used by a person "on location" in the exact moment of need?

Perhaps you are a Sports or Massage Therapist who could create videos to help athletes experiencing problems while still on the field!

Budgeting For Your Video Marketing Program

While it's difficult to provide exact figures, hiring a video professional to produce a short segment is possible with budgets starting as low as \$850. Only a few years ago video production budgets were around \$10,000 to film and distribute your content.

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For the “Do It Yourselfer” a basic video production package costs \$3,000 to \$4,000 plus the time needed to learn how to use your new gear.

Another great option is to film the content yourself and then hire a video editor to create the finished program for you.

Conclusion

Engaging and informative business profile videos, FAQ segments, and even multi-episode online video “shows” are just the tip of the iceberg when it comes to the potential of this medium. Social media sites like Facebook and YouTube offer a great opportunity to use online videos to reach and interact with whole new groups of potential customers while at the same time providing a valuable public service.

Steve Crow is the owner and Executive Producer of Crow Digital Media (www.CrowDigitalMedia.com) of Palo, Alto California, a social media and online video production agency providing turnkey, on-location service to customers across the United States. He can be reached by email at Steve@CrowDigitalMedia.com

SLASH YOUR FOOD BILL

BY DANEK S. KAUS

Gasoline is not the only thing getting much more expensive. Groceries are also getting costly. If you're looking for ways to spend less while still eating well, follow these ideas:

Shop on a full belly. You'll be less likely to buy those costly impulse items. Always shop with a list, it will save you money.

Write down those items you need and buy only what is on the list.

Consider buying generic items. Most of them taste just as good as the over-priced brands.

Take time to read the fliers you get in your mailbox. Look for the store coupons and clip them.

You can reduce your costs by eliminating many or all of the convenience foods -- the ones that you just heat up. Keep in mind, you pay for all that "convenience."

Before buying any bulk item, check the unit price and compare it to a standard size package of the same brand. Sometimes the bulk items costs more per unit.

Consider visiting a farmer's market for your produce. You can often save a lot of money on it and get better quality.

Be sure to watch the register as they scan each item. The automatic scanners can make mistakes that will cost you more.

Buy your favorite produce only when it is in season. Imported produce is usually much more expensive.

Why pay a lot extra for lousy fast food? Consider taking your lunch to work. If you only save three bucks per day, that can add up to an extra \$60 per month in your bank account, or about \$720 per year -- just for lunch. When feasible, buy house brand items. Much of the cost of food is the packaging. Only go down aisles where stuff on your list is shelved. It's another way to avoid costly impulse buying.

Consider joining an organization of consumers who join together to get buying power. They can help you save a ton of money on your grocery bills. Some can save you 30% to 50% on most items.

Danek S. Kaus is a self-help author and business journalist. **Learn how to save \$1,000s of dollars on your food bills** here <http://myharvestamerica.com/4yoursavings>

4 STEPS TO THRIVE NO MATTER WHAT: Moving from Scarcity to Vibrant Prosperity with I Game Coaching and “The I Game” Attitude

Mary White-Levilain & Christiane Lavanoux

Grasp what's going on

You see the world through your own filters. These are your polarities. People with the perception of “The economy is bad” see the world through a same polarity pattern, a similar way of thinking. They focus on a hard vision of life, stick to down-to-earth figures and charts, taking actions based on facts only. Fears, anxiety and insecurity added to a lack of self-validation and validation of others generates blame. “The economy is bad” doesn’t exist in itself. What exists is the perception of the economy being bad.

Change the perception and you change the purpose. The question is, why do people keep focusing on “The economy is bad”, when all they have to do is change their perception? The answer is because they don’t know about their polarities and they don't know that they function through one dominant polarity most of the time.

Realize you have it all

Discover your 4 polarities.

From your Father polarity you get your guidance or vision: a sense of perspective and a rather complete vision of things. What you think has its roots here. From your Mother polarity you get an urge to take actions, if not connected to your other polarities, you keep to plain facts, a partial vision of things. What you do has its roots here. From your Mom polarity you get an internal understanding of things. What you feel has its roots here. From your Dad polarity you get a sense of group connection. What you say has its roots here.

How you perceive things really comes from how these 4 lenses were passed down to you from generation to generation and how they interact in you. Once you learn to make links with your own real life mother, father, dad, mom and their symbolic role you begin to see things more clearly and you begin to grow. Growing is getting all 4 polarities to be switched on.

Connect and interact globally

It is known that wealth that is shared creates more wealth. Educating people stuck in scarcity and problems to realize they need to activate an inner synergy will benefit

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everyone. Gathering your inner forces is cost free and absolutely profitable.

Synergizing your 4 polarities creates the transformation the world is waiting for. Only a synergetic combination will provide transformation. When you just activate your Father polarity with your child, your Mother polarity with your partner, your Dad polarity with your dog and your Mom polarity with a close friend, you are not activating any synergy at all and you keep functioning on one or two dominant polarities. Acting globally is the exact outside process of an inside process: getting the whole world to interact in synergy across its 4 polarities, North, South, East and West, is the exact outside process of getting your polarities to interact. Align an inside goal and an outside goal and create outstanding results.

Take action

Feel the vibrant power of your full potential when your 4 polarities are interacting and take action! Learn to look at things through these 4 lenses altogether to see things more clearly. Get your 4 polarities to interact and get a better sense of prosperity both internally and globally. Thrive inside. Feel secure. Thrive no matter what. I'm Game for the I Game. Are you?

The I Game comes with a 23 page booklet describing the human polarities, other imagery and suggestions for exploration and development. The solar and lunar attribute cards and 4 affirmation cards help you lay out a plan to overcome challenges and realize goals. It includes maps that can be displayed for reference, group, or individual play. The I Game and I Game Coaching programs can be purchased at [Yoga Gear Pro](#). [Mary White-Levilain](#) and [Christiane Lavanoux](#) are long time educators and certified life coaches providing "I Game" life coaching, consulting and certification programs both face to face and through E courses. Stay updated at [The I Game Attitude](#) blog.

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Peace, Even Through Difficult Times

Dr. Robert Pufft

Part of “going with the flow” is keeping your expectations appropriate to what is. Just be, and at the same time learn to love what is. Here’s an example of something that taught me the meaning of “going with the flow.” Because of poor decisions made by a lending institution, I unexpectedly had a major financial line of credit closed. It’s easy to go into panic mode when a crisis like this hits, especially when it comes to monetary issues. Although I felt the disturbing event and acknowledged my initial panic, I set about doing what needed to be done to remedy the situation. First I called the financial institution and tried to fix things there, but to no avail. So I simply opened up an account at a more stable institution, and a month later everything was back to normal. I spent less than six hours fixing the situation over a several-week period. Of course, I could have easily spent countless hours worrying and fretting about it. But I chose not to; instead I chose to accept it and move on.

Throughout the world’s ups and downs, the road to peace and happiness has been around through eons. For example, this message is evident in both the Christian Bible and the Bhagavad-Gita, the sacred writings of the Hindu philosophy. Essentially, the ancient texts tell the faithful to find the healthiest seed, plant it in the richest soil, and water it with the clearest, cleanest water. Then add the perfect amount of sunshine and shade. But if it is to grow, that’s God’s job. In simpler terms, God’s will is being done, and all is well. We human beings have limited minds and don’t always see how the Universe or God is working out his or her plan out.

But in these troubled times, life sometimes seems scarier than ever before. Troubles sometimes seem to abound all around. How am I to know my place in the universe?

Try to imagine that you’re a little screw on the Saturn 5 Rocket on its way to the moon. All that you’re able to perceive is from a screw’s perspective. Everything seems to be going fine. Then suddenly, the rocket begins to shake violently. Let’s extrapolate. The violent shaking of the rocket is like losing your job, home, or marriage. Perhaps it’s a death in the family. In other words, something really huge has upset your life and has thrown you into a tail spin. But the belief would be that there is a plan (i.e. making a trip to the moon), even though as the tiny screw you may not know the end results. Some ultimate meaning and purpose is there, but because of your limited perspective, the small screw cannot understand why the violence is occurring right now. This is a faith issue. But that does not mean that the rocket won’t make it to the moon. Perhaps there is an ultimate purpose for the troubling things in your life, like getting a better job or growing closer to your family. Human perspective is small, but the Universe or God sees the big picture.

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If you truly want peace and happiness, accept that what is happening right now is God's will. Work towards your goals, alleviate pain and suffering in the world in as many ways as you can. But once you have done your part, leave the results to God -- or the Universe, or whatever you call the divine intelligence. All is well when you flow with what is. Of course, do your best at everything you do. Improve and grow, but according to all the great religious texts of the world, the final results are in God's hands.

If you trust in this belief, you may find that life is much easier you won't have to know the reason for everything that is happening in your life right now. Just know that there is a reason. Relax and flow with life.

"Thy will be done." At its core, "Thy will be done" means that what is happening right now is exactly what is supposed to be happening. It is God's...or the Universe's will. Isn't that the same thing as living in the now and accepting what is?

I'd like to share one of my favorite quotes: The Serenity Prayer. It says:

God grant me the serenity
To accept the things I cannot change;
The courage to change the things I can;
And the wisdom to know the difference.

Basically, it advises us to change what we can and accept what we cannot. In other words, go with the flow. Make a copy of the Serenity Prayer and read it as often as possible to help you understand how to go with the flow, even in these troubled times.

Dr. Robert Puff is an international speaker, holistic success expert, author and clinical psychologist, who has been successfully helping individuals, families, organizations, and businesses for over 20 years. He is the co-host of the weekly, ***The Holistic Success Show with Dr. Robert Puff and Elizabeth Lozano, M.A.***, viewed in over a 200 countries around the world and is on national FitTV here in the USA. Dr. Puff also hosts ***The Meditation for Health Podcast***, with weekly lessons on everything you need to know about meditation. To learn more: <http://www.TheHolisticSuccessShow.TV>

12 Ways to Make Monday Mornings...Better

By Francina R. Harrison, MSW

- √ Know who **YOU** are and what you **BRING**.
- √ Sell your message, **NOT** your product.
- √ Develop your market, **KNOW** your niche.
- √ Build your “**BRAND**” and your audience.
- √ Develop your network **BEFORE** you need it.
- √ It's not who you know but who **KNOWS YOU!**
- √ Build your **ALLIANCES**...carefully.
- √ Protect your **REPUTATION** at all costs.
- √ Act as if...become the **EXPERT**.
- √ Know your **COMPETITIVE EDGE** and deliver more than promised.
- √ Believe **NOTHING** that's said, believe **EVERYTHING THAT'S DONE**.
- √ Stop **SETTLING**, position yourself to **SELECT**.

**** Bonus - Know that, all things are possible if you only BELIEVE.**

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Francina R. Harrison, MSW “The Career Engineer”

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4 Steps to Get from Where You Are to Where You Want to Be

By Kris Cavanaugh

The #1 reason most people fail to get what they want in their life is that they don't know what they REALLY want to achieve in their life. You must first find out what you really want to accomplish before you can start your journey to success. Once you know what you want (more on that below), all you need to do is follow these 4 simple steps to get there:

1. First things first: set a clear decisive goal. This is important so you can focus in the direction of where you're heading in life. Most people never write down or taken progressive steps to do anything about their goals and dreams. Over time they end up forgetting about what seemed so important and instead stay stuck where they are. To get from where you are to where you want to be, you'll need to set clear goals in your life so that you will be able to stay focused and directed down the correct path.

2. Create a strategy plan for how you will achieve your goal. It isn't enough to just write down you personal and professional goals and dreams on a piece of paper. It's imperative to also write down all the action steps you'll need to take - creating a schedule of what you need to do DAILY to achieve them as well. The more specific your goals and action steps, the easier your mind will work towards making it a reality.

3. If you're not doing this, nothing will ever happen... You must take ACTION in order to get what you want. Don't expect money to fall from the sky or success to come to you automatically. As you know, writing down your goals does not automatically deliver what you want straight to your door. Instead, you must be taking consistent, persistent and progressive action to achieve the goals you desire.

4. Be flexible to change your strategies if you are not getting the results you want. Review your goals and results regularly (every week or at least once a month). If you're not getting the results you want, change your strategies and take consistent action again. It's often been said: "Write your goals in stone, and your action steps in sand." Be flexible enough about the process to shift strategies and approaches as the situations arise.

These are four steps to assist in getting you from where you are to where you want to be in your life, personally and professionally. A good beginning for you is to be totally committed and clear of what you really want to achieve in your life, even if you're not sure where to start.

When anyone embarks on a journey, path or course the first rule of navigation is to take a

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reading on your compass before embarking. That being said, the road to your destination, goal or dreams starts with where you are right now. It wouldn't be logical to travel that road successfully if you don't take your starting point into consideration.

If you're honest with yourself and your existing situation, it's possible you may be disappointed with your current reality or discover you're nowhere near where you intended to go. The challenge (and solution) is to use whatever your current situation is, regardless of how far it is from your goal, as a starting point to create momentum in order to move forward.

I can't put enough emphasis on the importance of describing with complete honesty where you are now in your life. If you start with inaccurate information, it will lead to incorrect decisions about what needs to be done, how far you need to go and the specific path you need to take to reach your goal or destination.

As Lewis Carroll wrote in the classic tale Alice in Wonderland, "If you *don't know where you are going, any road will take you there.*"

So, get everything out in the open, and be honest with yourself in each of the important life areas listed below. Decide what you want, and write down the ideal of what you are seeking to create in your life. Be honest with yourself, and don't get discouraged; everyone has perceived roadblocks to having the life they want.

Appearance The way you look (body, hair, clothes, etc.)
Career Whatever you get paid regularly to do.
Family Immediate & extended family
Friends Acquaintances and good friends
Fun/Leisure The things you want to do
Health Physical & mental health
Home The place where you live (atmosphere & location)
Money Your financial situation
Personal Development Improving yourself in some way
Relationship Typically your spouse/partner/significant other
Service The time or money you give to help others
Spiritual Your beliefs about humankind's existence & purpose

As you look at where you are, it's possible your inner voice may inadvertently try to limit you. This may include your attitudes, beliefs, concerns, fears, worries and previous experiences reminding you why you can't have what you want. Hopefully your positive attitude and beliefs will override those thoughts, helping you to believe your dream is possible and that the desired destination of where you want to be is achievable. Once that happens you'll gain a conscious reminder to stay committed to your goal with full confidence you can turn it into a reality.

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Usually you'll find you're at a different place within each area of your life. You might be closer to your professional goals than you are your financial goals. This is typical since many of us feel the need to sacrifice one goal for another. Also, as we move along through life, our priorities shift. For example when we are young we are focus on gaining possessions to set up our life in a way that reflects our personality. Then, as we get older, we often shift our desire for possessions and instead desire more time with family and friends.

Creating an outline of where you now, compared to where you want to be, is absolutely necessary in charting the course to your goal or desired destination. Whether you write it down or speak it into a voice recorder, it will serve as a powerful reminder and positive reinforcement. You will want to regularly re-read your goals, or play back your recording, whenever you want to be assured that you're moving closer to where you want to be. That exercise will ensure your dream is clearly defined and reduce the odds of anything getting in the way.

If you know with clarity where you want to go and focus your attention on your goals, the information about where you are currently will propel you forward. If you're at the level of "1", for instance, and you want to go to "level 6," staying focused on level 6 will propel you with greater force than if you focus on level 3. Because once you get to level 3 and think, "Wow, look how far I've come; I can relax now," you're likely to remain at that level, or even begin to backslide.

Also, you might not be aware, but there's a different kind of energy involved when moving toward what you want than there is when moving away from what you don't want. For example, you may have a problem with too much debt. If you take action to eliminate the debt, you're more likely to stop taking action as the problem begins to go away. Your decrease in action and progressive activity can then lead you right back to the original problem. So don't become complacent with only a partial victory - go all the way! Keep your eyes on the end goal, not on how far you've come.

The critical question becomes whether you're more committed to remaining where you are, or getting where you want to be. Changing any lifestyle pattern certainly takes work. The difference between staying where you are now, and moving to where you want, to be is deciding what you'll need to propel you forward and getting the help necessary to stay the course.

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I hope you enjoyed this article. Enjoy the rest of your day and keep your eyes open for all the amazing possibilities within and around you!

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3 Survival Tactics for Network Marketers

By Cherie DeBrule

Network marketing success, in the recession, is like being on an ocean liner that is capsizing. Here are three key survival tactics to keep you afloat:

#1 - Branding

People like to join people. Promote yourself and your brand first, not your company. You want people chasing you. Yes, it is necessary to put in your own money. You need to get your business to move, from the runway into flight like an airplane. Why? The majority of the decisions that the consumers or recruits make are BEFORE they ever talk to you. I have seen websites with misspelled words, pictures that are blurry, boring twitter backgrounds, and hideous videos. Professional branding, designs, and advertising go a long way, in attracting prospects to you. This will determine your level of success.

Blindly posting articles and videos and buying leads just doesn't work. You need to have knowledge of SEO and have a creative edge, over your competition. Build up your ranking on Google and other search engines, with back links through article marketing, YouTube videos, Hub Pages or Squidoo. Try to set a goal of writing 3-5 articles a week and submit them to article directories, such as Ezinearticles.com or amazines.com. Make sure that your videos and articles provide value to your target market. Posting useful comments, which provide insight on network marketing related sites and blogs, also increases your rankings.

Work smarter rather than harder, by leveraging quality marketing, by hiring pros such as: Graphic Designers, Copywriters, Web Designers, Ghost Writers, Proof Readers, IT pros, E-Commerce Specialists, Video Pros, Photographers, SEO Specialists and more! Copywriting capabilities make a good impression on prospects; motivate leads into taking action, and ultimately maximizing the conversions of prospects into business partners or customers. The best investment that you can make in your business is to leverage your start-up capital and time, by using your credit to hire pros. The cost of failure is higher than the cost of hiring pros.

#2 - Be Selective!

Unless you take the time to find a company that fits with the present needs of the economy, as well as your own, you will pay the price of failing. Look for a company that fits the needs of the recession, with a low entry fee, and has proven stability. Products that a company sells need to be considered vital, to consumers, to meet their "Must have needs," during this recession, not luxury items that just satisfy their wants. They also must be excellent compared to the competitors. Look for what stage these products are still in the "Hot cycle" of need for consumers.

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Shop for the right up-line (mentor) within your company, so that they will be able to guide you along the way. Put a personal plan into action. Make sure your company allows you to have your own personal marketing system, where you can build your own list, by using your own private auto responder. The best companies base their system on attraction marketing. Stay away from systems that have replicated web pages. In other words, you can't change them, or alter them in any way. You want a system and web pages that allows personal branding.

Make sure the pay plan is realistic, so that you can hit your income goal. Watch out for complicated and over hyped pay plans, as they are usually designed with the hidden purpose, that only a few people will be able to reach the requirements. Make sure that the company and that people you are introduced to have both integrity and ethics. You want to be proud of what you do and who you surround yourself.

#3 - Perseverance

You're the most valuable asset in your business. Take the time and effort to develop yourself and you will see improved results, in every aspect of your marketing efforts (and your life!). Success cannot manifest instantly. Every thought or idea will come to fruition in its proper time. The Law of Gestation states that all things have a time to fruition, and yet like a young seed that is planted in the ground, it must be given time to gestate. Most people underestimate sowing (planting of your advertising seeds) needed to stay ahead of the competition.

Groupies think that by joining the most profitable company, with their upline being the top producer, and joining in all the co-op activities, that the money will just flow. This is a myth. It will only keep the company and the top producer more profitable, not you.

Everyday you need to plant new seeds of advertising, don't rely on just one form of advertising. This is definitely a numbers game, with a huge amount of sowing needed for the amount of reaping your desire. There needs to be an abundance of advertising about your personal brand. Abundant sowing and referrals can never ever stop! Even with proven franchises, it takes well over a year to see a profit. Never stop tweaking on improving techniques and creating your personal marketing communication.

Patience (waiting for the return of energy), seems to be the hardest price of all. Remember, there is a definite gestation period required for your seed (prospecting) to fully manifest (goal). In our microwave world, people have lost the ability to be patient. The work ethic needs to keep persevering. If they don't get immediate results, they give up. Success is not microwaved. During this recession, even larger numbers, must communicated to for results!

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You don't need to be the struggling Lone Ranger that shows the world, that you are a total amateur. Outsource your weakness by hiring a pro. By using the 3 tactics of branding yourself, being selective and preserving, you will stay afloat during this recession. Yes, social networking sites are free. However, if you don't pay the price to stand out from all the free services and creating your own branding, there won't be a seat left for you on the lifeboat.

Cherie DeBrule is a business communication specialist. She enhances internet marketer's communication with: graphic designing, advertising, article marketing, personal branding, EBooks, Squidoo, YouTube filming and coding, logos, banners, postcards, brochures, business cards, Google ad words, blogs and many other ways. She is the designer and illustrator of the paperback book *Rise Above The Rat Race*. She may be reached at: cdebrule@hotmail.com or <http://www.RiseAboveTheStore.com/>.

What Recession? How the Law of Attraction Changed 8 Lives in 30 Days

By Lisa Walker

So I look around me and everywhere I go or anytime I log on to my computer, I see some story of how bad unemployment is, or how the recession is affecting so many people. I just want to scream from the rooftops, "It can all go away as soon as you raise your awareness, people!" We receive what we focus on, and so, many folks are creating more lack in their lives. People are so silly in their limited thinking! I then remind myself that they have no idea they created the recession by thinking in lack because most people aren't aware of how their thoughts create their life and everyday experiences.

I've been wondering how I can get this truth out to the masses. If you've ever heard of the 100 monkey story, you'll learn that it only takes around 17% of the population to create a massive shift in this world. I've made it my life's purpose to make that happen. Now, you may be saying, "but you are only one person", and to that I would say, "Yes, and so were Ghandi and Mother Teresa and look what they created." They changed the world wherever they were at any given time. They caused others to take stock of their belief system and create an outward focus within themselves. Never underestimate what one person or group of people can do.

The Experiment That Changed My Life!

I began a 30 day experiment with 7 other people, on March 28th, 2010. We decided to write a book in one month and titled it, "How Eight People Went From Ordinary to Extraordinary in 30 Days...And You Can Too!" I decided I was tired of waiting for things to happen for and to me and realized it was up to me, no one else. I gathered this group together from different walks of life and different parts of North America, and we formed what is called a Mastermind group. We made a conscious decision to only focus on abundance.

We determined a group goal and went about discovering how to bring it to fruition by our target date. Each member brought unique qualities and talents and each were given weekly assignments to complete. I am thrilled to announce that our book launched on April 27, 2010, 30 days after we set that goal! Here's the really interesting thing though. You see, while we were in the process of accomplishing this project, it was as if we had invoked the powers of a magic genie!

Things began taking place that we had not anticipated! We began attracting free items such as iPhones and a brand new car, unexpected vacations, the perfect people, events and circumstances to further our goal along, many new clients in our current businesses,

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unexpected income flowed in, record contracts, Bob Proctor's company approaching us to learn more about our mastermind formula, and so much more!

Because we were focusing on abundance and creating positive change, it became our experience literally overnight! We realized we were truly onto something incredible!- Something that could make a significant difference in this world if we could get this Mastermind business model out to the masses! We had tapped into a brilliant formula that when properly applied, exploded the results in ALL areas of our lives! A formula unlike any other on the planet! A formula to end the recession if enough people implemented it. `` If you'd like to find out more about this program and our inspiring book, you can visit our website at www.theattractionteam.com.

Be The Change

We also began forming countless other ideas and different ways to "Be the Change We Wish to See." One of our common goals was to make an incredible impact on this world and empower others to see that they can do the same by small and simple things. When we focus on what we can give, we always receive more into our experience. In order for the recession to "go away", a change in the mentality of the population must first take place.

Giving and gratitude are the fastest, simplest ways to attract more into our own lives. It is a Universal Law! A *law*! Therefore, it *must* happen, the same way gravity works or the sun comes up each day. Our group developed a truly unique and simple way to cause an astounding shift in the world and we implemented this on Monday April 26, 2010- One day before our ebook launched! If you are interested in finding out how you can be part of this shift, please visit our site at www.theattractionteam.com. It's free to join this project and you can begin today to add to this cause!

Skip The Recession!

My point is this- the recession really only exists in our minds! We create the outside pictures by first forming them in our thoughts! You bring about what you think about. It truly is as simple as that! Focus only on abundance and eventually it must become your experience. Why would you ever choose to think otherwise? I see no recession in my reality. I am attracting money every day as well as wonderful opportunities, like being part of this awesome book! Won't you join us and skip the recession too? It's really a no- brainer, isn't it?

Lisa Walker is an author, visionary, inspirational speaker and world changer and founder of The Attraction Team. To find out more about her, please visit her website at www.lisawalker.org or www.theattractionteam.com.

I'm NOT Participating!

By Renee Heimerman

Just after Valentine's Day 2009, I was on a first date with a gentleman I had met the week before. The usual "get to know you" conversation was taking place and he was asking me about what I did for a living. At that time I was buying and selling houses, and was doing quite well. After listening, he said something like, "Well I'm sure the recession's making it tough." I looked at him, and without thinking, simply said, "I'm not participating." He got a strange look on his face and asked me what I was talking about. I told him I was conducting business as usual. I wasn't letting the recession determine my outcome.

Many people are focusing on the lack and limitation of a recession during these trying financial times. They don't see the opportunities for the roadblocks.

Many times I have experienced financial pitfalls. During those times I was focusing on debt and functioned in a state of panic. I wasn't focusing on what I wanted. Is that what you're doing?

Then, I learned about the Law of Attraction. This universal law is working whether you are aware of it or not. To put it in simple terms; like attracts like, whatever thought you hold in your conscious and subconscious mind and *believe it to be true*, will eventually manifest and become a reality in your life. If you are focusing on that stack of bills and thinking, "I will never get out of debt", that is going to be your reality. Instead, focus on the money that is coming to eliminate them, by thinking, "There is plenty of financial abundance in this world and mine is coming." Visualize yourself paying those bills, as well as using your abundance to purchase other things and pay off other obligations. What does that feel like? Can you feel the difference between these two thoughts?

Thinking of your current financial situation, ask yourself these questions:

- **What do I want?** Avoid using negative terms. For example, if you want to get out of debt and you say, "I want to get out of debt," the Universe only hears the word "debt" and will send more. It also pays no attention to negative terms like "no", "not", "none", "out" and so forth. Instead say, "I have an abundance of money to spend as I please".
- **Why do I want it?** You have to know your why. Going along with the answer above, it may be something like, "I want to have money for whatever I want, whenever I want!"
- **How is this going to make me feel?** Feeling is the fuel for the car. You have to know what feeling you are seeking and start feeling it now. As you feel it, the vibration is sent out to the Universe. The Universe then brings things to you that will match that feeling.

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- **What steps can I take to make this a reality?** Unfortunately you can't simply ask and then receive. There has to be some action on your part. It's not up to you to figure out the how, simply take action on the things that present themselves. You have to do things different than you've done in the past if you want different results. Your creativity and imagination may need to expand.

Spending money often creates anxiety. If you are focusing on the lack of money, you don't want to spend it. This creates resistance, so the flow of money stops. You need to eliminate the anxiety and change your current attitude towards spending.

Play this money game. Create an imaginary checking account. (I use an electronic checkbook like Quicken.) Everyday the Universe is going to make a deposit into this account. On the first day, it will make a \$1,000 deposit, with each day thereafter increasing by \$1,000. So on day ten, the Universe is depositing \$10,000, day twenty, \$20,000 and so on. You can spend this money on whatever you want. What would you do with it? Would you pay your financial obligations, take a vacation, buy trinkets? It doesn't really matter what you do with the money, it matters that you allocate it. Having a plan for your money is important. Using it wisely and for the greater good is also important.

Each day, write checks to spend the money the Universe has given you. You can spend the money all in one place or on several different things. The point of the game is to have fun thinking about what you want to purchase and then enjoy writing the check. Be sure to be descriptive in the memo section so you can remember what you purchased and how it made you feel. Remember, each day you will receive another deposit, increasing by \$1,000 so do your best to spend it all so that you can expand your ability to imagine and become comfortable with receiving and spending large amounts of money.

This exercise will shift your attitude and vibration concerning money, both receiving and spending.

Play this game for as long as you like. I encourage you to at least do it for 30 days. Playing this game for a year would result in depositing and spending more than \$66 million! The thing to remember is that you have a plan for your money, believe that more money is coming, visualize it happening and then be grateful.

Many people today are struggling, financially and emotionally. I was one of those people; I struggled with depression for over 30 years. My finances were often in ruin. I have turned all of that around and have written a program to help anyone who may be struggling emotionally.

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Learning how to be happy when life isn't going well is important. I am a Law of Attraction Life Coach and help people through many different issues. I'd love to work with you.

My website is www.snapoutofitprogram.com and I am available for questions or one-on-one coaching at renee@snapoutofitprogram.com.

Six Steps to Take Charge of Your Life

By Jo Condrill

If you ever catch yourself saying that you'll really start living your ideal life "when the recession is over" or "when the kids start school" or "when summer comes," you're making excuses for your life instead of taking ownership of it. You're not alone. Every day millions of people let their inner fears stop them from creating the life of their dreams. No one will deny that it's scary to step out of your comfort zone but once you challenge your fears and take action, you can still attain great things.

If indecision and excuses have prevented you from taking charge of your life, then now is the time to confront your fears and make some positive changes. Whether it's personal or professional improvements you'd like to make, the following steps will help you reach your goals.

Step One: Dream Great Dreams

Imagine you could be, do, and have anything you want in spite of the current economic situation. How is what you want for your future different from your life today? Do some blue sky thinking. Day dream.

Once you've identified your dream, you can take the steps to make it happen. It's true, simply dreaming great dreams will not change your life. It's what you do with a dream that is important. Sift your dreams – those images you create in your right brain – through the logical part of your mind – your left brain. When logic tells you the dream is within the realm of possibility the subconscious mind can help you turn it into reality.

Step Two: Make a Decision

In every decision we make, we exert a power to shape and control our lives. Unfortunately, instead of pursuing our own empowerment, we sometimes blame our choices on things that have nothing to do with us. It is better to understand that you do have power over your personal choices. Notice how your life changes with every decision you make, no matter how small. Make a commitment. Take responsibility for your decisions so you can shape your ultimate path.

Step Three: Form a Support Team

Enroll people in your dream who can help you make it happen. Let them be involved. They will provide energy and "know how" that will help you keep going for it. Unfortunately, many people find it difficult to accept help. They think they should be able to do everything themselves or that they'll feel obligated to someone for their assistance. No one has all the answers and there are many ways to pay someone back. Find support early in the process and your journey will be much more fun and rewarding.

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Step Four: Take Action

Look at your baseline; that's where you are now. It's your line of scrimmage. The next step is to list things that need to be done to achieve your dream. That may take a while, but stay with it. Then sort the actions that you listed and set some goals: long range, intermediate, and near term. The goal line is your desired outcome. You will need some milestones too, to measure your progress.

With all that you have accomplished to this point it is time to step off the baseline and take that first step. Focus on the long-term goal, that's the goal line. But don't forget the short-term goals; that's where the action is. Setting and attaining small goals helps give your self-confidence a boost and keeps you motivated to continue plugging toward your long-term goals.

Step Five: Keep Score

Just as you wouldn't play in a competitive game without keeping score, neither should you ignore the score when it comes to your life. Keep track of your progress and decide if where you are now is where you projected you'd be. If something interrupts your progress, you'll need to evaluate what went wrong, make some adjustments, and start moving again. Learn from your successes and failures and determine what you need to work on to achieve your goals.

Step Six: Reward Yourself

Kudos from others may be a great reward, but it's also important to reward yourself. After all, you're doing all this for you. Commit to paper how you will reward yourself when you reach a certain goal, and then follow through. Take that exotic vacation you've been dreaming about, or get a spa treatment.

Take Charge Today for a Better Tomorrow

The thrill in this game called "life" is charting a course, facing challenges head on, and holding someone else's hand along the way. Sometimes you win; sometimes you lose. Either way, when you focus on the big picture and refuse to let past mistakes and national events keep you down, you create a future that is filled with possibility. So live to the fullest in the present moment and keep moving toward your dream. You'll find when the recession is over that you will be ahead of the game.

Author Jo Condrill is a seminar leader and coach who helps participants work through the 6 step process and reach their dreams. She once led a group of 3,000 to become number one in their worldwide organization. Her eBook, *Take Charge of Your Life*, provides a complete "how-to" guide to success. To add this tool to your personal growth toolbox, go to <http://www.goalminds.com/takecharge.html> Phone: 210 595-1340 Email: jocondrill@sbcglobal.net

Healthy Nutrition, Dietary Supplements and Stress

By Hilory Wallk

Stress and Diet

Stress may have multiple causes but it can also have multiple effects, most notably on health and wellbeing. It may be surprising to note the influence it can exert upon behavior as well as physiology; and since behavior can in itself affect physiological states, this influence ought not to be taken lightly. One of the most insidious yet powerful ways in which stress can manipulate behavior to the detriment of health is by inducing dietary alterations. It may be instructive to note some of these before considering possible remedies.

A very common effect of high levels of stress is the development of food cravings; sadly, these rarely take the form of a pressing desire for whole grain foods, fresh fruit and vegetables but, on the contrary, a yearning for high fat, high sugar and/or high salt content snacks. It seems that increased levels of the stress hormone cortisol stimulates a desire for comforting 'instant hit' foods. Additionally, stress appears to engender dietary inconsistencies, such as skipping meals and then overeating instant 'comfort' foods when feelings of deprivation or powerful hunger pangs present themselves; alternatively, individuals may find themselves constantly grazing on highly processed foods, frequently unaware (or if aware, focusing upon the momentary reduction in stress that is engendered) that they are consuming alarming numbers of calories and dangerous levels of dietary fats, sugars, and preservatives and instead ingesting a virtual dearth of nutrients.

Caffeine is also frequently overused as a way of staving off underlying feelings of fatigue, a habit that can itself exacerbate feelings of exhaustion and depression by inducing sleep disturbances and even further elevating blood cortisol levels. All too frequently, caffeine over consumption is accompanied by the under-consumption of water: adequate water intake is a prevalent condition amongst many overworked, over-stressed individuals, with pressures from family, work, and social interactions, which leave little time for adequate rest, nutrition and hydration. In short, we pay the price in the form of a toll on health even for those following their passions.

An almost inevitable consequence of such dietary patterns is rapid weight gain, a development which drives many to attempt numerous foolish and faddish diets – regimes that are irretrievably doomed to failure, and the cycle of bingeing on comfort foods is restarted, along with the attendant plummeting self-esteem and self-confidence in response to the failure to achieve the desired weight loss. Furthermore, short-term effects ensue such as reduced metabolism and wild fluctuations in blood sugar resulting in poor concentration, fatigue, and disturbing mood swings. In the longer term, serious health problems such as hyperglycemia and diabetes may result.

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Healthy Nutrition – From Casualty to Solution

Thankfully, there are effective remedies to these deleterious developments. Healthy nutrition – one of the casualties of stress – can also be its most combatant solution. In fact, certain dietary elements such as the B vitamins and calcium are required in greater quantities during times of stress – B vitamins to safeguard the healthy functioning of the nervous system and calcium to help counteract the lactic acid which tense muscles produce. Constructive measures include consuming a nutritious breakfast and choosing water versus mindless snacks while working to ensure proper hydration. Choosing organic fruits and vegetables, limited quantities of whole grains, lean meats, fish and legumes are all wise choices. For some, a good plan includes eliminating unhealthy foods and maintaining healthy alternatives: most individuals can resist anything but temptation. Switching from stress exacerbating coffee to green tea's abundant antioxidants would also be a wise move. At the very least, imposing a self-directed caffeine ban after 2.00pm will help diminish caffeine's nocturnal agitation and sleep disturbance.

Dietary supplements have an added value in combating stress. Stress is known to deplete certain vital nutrients: in addition to the B vitamins and calcium mentioned earlier, recommended intake of vitamins C and A can also be negated and thus supplementation is recommended.

The Importance of Dietary Supplements

Healthy nutrition in our fast-paced and ever accelerating times can be more difficult to achieve than it might appear. Whilst it is always advisable to avoid fatty, sugary and salt-laden foods and (as noted above) to replace them with fresh fruits, vegetables and whole grain alternatives (as well as lean, low-fat meats, fish or legumes), preparing healthy food to eat during a lunch break takes time and effort. One solution is to supplement one's daily meals with a premium meal replacement powder or meal replacement bar. Provided that one is judicious about their use (these are to be considered supplements to a healthy nutritional plan versus a substitute for a well balanced diet) they can provide a source of exceptional nutrition, carefully formulated to include high levels of healthy proteins (preferably yellow pea and rice bran or minimal processed, hormone-free whey protein as opposed to denatured whey protein or soy isolates), digestive enzymes, complex carbohydrates, amino acids, phytonutrients, supplemental vitamins and minerals, and fiber.

In Conclusion: Living Healthily with Stress as a Neighbor

Stress may be an ineluctable and omnipresent fact of modern living, particularly for the growing number of 'solopreneurs', but that simply means that the onus is upon us to find effective ways of combating same. Living with stress does not necessarily mean succumbing to it, and a major weapon in the battle to stay healthy is undoubtedly developing and sustaining healthy nutritional habits, whilst learning and practicing effective strategies for stress reduction. While there are no quick fixes, there are

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alternatives which can help to hasten initial weight loss, thus providing motivation while one moves towards a change in dietary behavioral patterns. Slow changes are generally easier to implement and the old standard of 30 days to create a new habit should be acknowledged. Those said, rather than viewing such changes as deprivation, consider instead that you are treating your body as you would that of your own child. You would want the freshest, purest, healthiest foods to be consumed by a child-to enhance cognitive function, avoid obesity and diabetes, reduce cardiovascular stressors, and provide the energy required for optimal creativity, functionality and ultimately happiness. It is a truism for a reason: if one does not have his or her health, he or she may have material riches, but at what price?

A final but by no means unimportant point to consider is that exercise is known to be crucial in countering stress: it decreases levels of cortisol, boosts immunity and substantially counters depressive mental states as well as clearing the mind, inducing endorphins and elevating energy levels. While optimal health requires a variety of tools, nutrition is paramount and the many benefits of exercise and the various techniques to reduce stress are subjects deserving of their own articles.

Please visit www.ultrafitnessdynamics.com: a high-quality resource of information, products, programs and services designed to address your unique nutrition, fitness and wellness requirements and optimize your health and happiness

<http://www.facebook.com/group.php?gid=109520259085576&ref=ts>

10 REASONS TO IGNORE IIHS SAFETY PICKS

by Susan Winlaw

In order to live the kind of life we want we must first be physically safe and healthy. Most of us drive a car on a daily basis and we look to the experts for advice about safety. While a lot of it is very valuable, sometimes there is far too much emphasis paid by the media to certain things.

Here are 10 reasons why you should ignore those over-ripe stories about the "Top Safety Picks" from the Insurance Institute of Highway Safety (IIHS) you can find on the internet, and one reason why you should pay attention.

-Judging a vehicle to be safe on the basis of the IIHS's front and side crash tests is like saying a house will keep thieves out if the front door withstands a mild battering and if the crooks don't go through an open window instead. Front and side crashes create the majority of automotive fatalities, but thousands of other people die in cars for different reasons every year.

-The IIHS only measures a person's ability to withstand their crash tests if that person is wearing a seatbelt, which about one-fifth of North America is not. Not wearing a belt's pretty much the same as not locking your door when you leave the house.

-The IIHS front crash ratings only apply if you run into a vehicle exactly like the one you're in (size, height, and so on) at a precise angle and going a specific speed. The results of the tests will change the more the parameters of the real world crash differ, and so will your chances of surviving it.

-Because there are so many variables at work (vehicle size, total occupant and cargo weight, cargo position, angle of collision, speed at impact, etc. etc. etc.), no two crashes are alike and that means your chances of being in the exact crash that the IIHS uses are just about zero.

-No matter how good a vehicle does on those front and side crash tests of the IIHS, it is not eligible for the Top Safety Pick if it doesn't have something unrelated to its ability to protect you in a crash -- electronic stability control, which does help you avoid those crashes but won't help you if one happens.

-The tests don't take into consideration the speed with which you get emergency medical attention after the crash, which is the critical factor in helping you survive. The reality is that some cars are designed to facilitate getting that help, but most aren't.

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-In certain situations, many of the vehicles not included on this list would be the ones best suited to save you in a dangerous situation, such as a Hummer or Jeep that was capable of taking your sick kid over open country to a hospital when a Top Safety Pick was stuck in the flood zone.

-The primary function of the IIHS is to increase the profitability of its funding members by reducing the amount they have to pay out to their policyholders for repairs to the car or medical treatment. So your safety is not its chief concern.

-The IIHS lumps all of the winners together regardless of which weight class they're in, which has caused many impressionable media types and readers to think they're equally safe.

-Because the IIHS gave the awards by weight groups, it came this close to giving the tiny Smart ForTwo a Top Safety Pick prize in the micro car category the two-seater has all to itself.

If you don't understand those last two points, consider the one invaluable and irrefutable thing the IIHS did say when it gave out these awards:

-"Top Safety Pick" is presented by vehicle size because size and weight are closely related, and both influence how well occupants will be protected in serious crashes. Larger, heavier vehicles generally afford better protection in crashes than smaller, lighter ones."

Indeed, IIHS studies of real world crashes show that you're twice as likely to die in a small car as in a large car, and if you do survive your injuries will likely be much greater in a small car. So the bigger, the better when it comes to safety in a vehicle.

Susan Winlaw is the co-author of Car Advice For Women (and Smart Men), which gives you an amazing volume of tips to keep you physically and fiscally safe and secure in and around your car. It will help you when you are choosing your next vehicle. It is available at <http://www.facebook.com/l/b08a6;www.CarAdviceForWomen.com>

Take a look at the web site, then email Susan@CarAdviceForWomen.com for a special preferred price from this eBook.

How The Right Mindset Leads to Success in any Economy

by Terri Levine

Regardless of the economy, whether in a state of boom or bust, what really matters most to your business success is your mindset. You must have your mindset programmed correctly or you can not achieve success in your business or in your life.

From the moment you arrived on the planet people have programmed your mind and so have experiences you have encountered. Babies are sponges and soak in everything they see and hear and what we believe becomes our reality. Our beliefs as young children stay with us and make up what we continue to believe as adults.

I read a book called, Absolute Happiness, where author Michael Rowland talks about a woman who feared red. Life was very difficult for her because everywhere she went, there were red post office boxes, red stop signs and red clothing. She could not work out why this color bothered her. She underwent hypnosis and went back to when she was about five or six years old. She remembered playing in a sandbox when a little boy came up and frightened her. The first thing she saw was the little boy's red jumper. Until her late twenties, she associated that fear with the color red.

Can you see why I start the recipe for success with the main ingredient, which is mental programming?

I have found that the most important step in programming your mind is repetition. Each time an idea is processed by your mind, the synaptic connections within your brain relating to that idea are reinforced. I remember the first time I was learning to drive a manual car. I thought, "How the heck will I coordinate the clutch and break and gas and correct gear all at once? By constantly driving that car (and not well at first) soon my neural pathways in my brain were reinforced and a few short years later I was driving a formula race car without thinking about driving. The 'driving program' became part of my subconscious mind through continual repetition.

Think about your own life... the first time you learned to read or play a musical instrument or learned a new language.

Now hear this point: **Most entrepreneurs fail because they don't implement the principles of creating the proper mindset!**

If your mind is saying "it's hard to find clients", "people don't have the money to pay me", "I am not good at business" then this will be your reality.

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You must replace your negative thoughts with positive thoughts, so for every "I won't succeed" you need a replacement thought that says "I will succeed." For every "I can't do this", you have a new replacement thought of "I can do this!"

Here is an exercise to get you started:

Look at the list of words/statements below. Jot down the first thing that comes into you mind after each one – don't think, just quickly write. No answers are right or wrong – they just *are*, so don't judge them, just write them fast.

Business:

Your Immediate Thoughts:

Money:

Your Immediate Thoughts:

Success:

Your Immediate Thoughts:

Succeeding In Your Business:

Your Immediate Thoughts:

By doing this exercise you have now identified your own programming when it comes to the important issues of business, success and money. By identifying negative programming you can now do something about it and replace the negative thoughts and emotions with positive thoughts and emotions.

You will soon understand how those with a healthy "can do" attitude always enjoy success. And your new, healthier mindset is what will lead you to success in any economy... recession or no recession!

About Terri Levine:

Terri is the founder and CEO of one of the world's largest coaching enterprises, Comprehensive Coaching U. She is known as a business growth expert and top marketing coach and is called the **Guru of Coaching®** and she is considered one of the top sales and marketing coaches in the world. Terri is also a best selling author of many titles including: [Sell Without Selling](#), [Stop Managing Start Coaching](#) and [Coaching is for Everyone](#). She is often seen as an expert on television networks such as **NBC**, **CNN**, **CNBC**, **MSNBC** and **ABC** and has been heard on over 129 radio stations world wide and in publications including **The Wall Street Journal**, **The Chicago Tribune**, **Fortune** and **Forbes**. Terri, a professional keynote speaker is also a mentor to top business owners worldwide. Her main website is: <http://www.TerriLevine.com>

Alternative Funding for Small Businesses

By Karlene Sinclair-Robinson

In today's tight financial market, many small or startup business owners seeking financing are caught between a rock and a hard place. Are you going to let this stop you? Are you going to give up on your dream of owning your own business or growing the current one?

The business owner seeking capital is finding it a challenge to access capital through traditional markets, specifically the banks. Accessing capital for expansion or survival is crucial. Where are these individuals to go if their banks are not lending. This is where non-traditional capital sources are vital. If the business owner is not aware of these sources, this could mean the loss of business, employment layoffs, and much more. But there is hope! You just have to know where, when, why, who, and how!

Where To Go

Non-traditional lenders are sometimes referred to as Alternative Funders. Many of these funders can be classified as private lenders, asset-based lenders, factoring funders, purchase order funders, to name a few. They are private sources who have the capital and/or the backing of private investors who have the capability to assist many small business owners access the capital they so need.

Niche Funding Areas

Alternative funders specialize in niche areas. Examples of these include, but are not limited to the following:

1. Accounts Receivables – these include medical, construction, government, commercial;
2. Asset-Based – which includes real estate, equipment, inventory, machinery, receivables;
3. Contract-based – to include purchase orders, government contracts, and consumer contracts.

There are many more niche areas and niche funders. You just have to locate a source in that market.

Niche Industries

In addition to niche areas, there are also niche industries with specialized financing

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options. These include but, once again, are not limited to the following: technology, medical, construction, staffing, security, manufacturing, printing, wholesaling, auto, trucking, and many more. If your industry is not highlighted, do not despair, there are sources out there for you too.

Accessing an Alternative Source

When you decide to seek outside financing, there are many questions to ask. You might ask yourself, "How do I access such a source?" First, you must understand your industry, how you relate to your clients, who are paying your invoices, and much more. An alternative funding source reviews a potential client for funding in a different manner from the way a banker would.

This source will take into consideration your current operations, contractual obligations, contracting opportunities, and all the potential risk of funding a small business owner's request. They can make a more informed decision than the banker could. The funder has the capability to make these decisions based on the future expected growth of a company, while the banker looks at the past history.

Alternative funders like to develop long-term relationships with their clients. Once you have developed a great relationship with such a source, you can use their expertise to help guide your company in the right direction. It is the greatest accomplishment for them to take a client from near disaster, bankruptcy, negative cash flow; you name it, and turn them around.

Where to Find Alternative Funders

Alternative funders are everywhere. You just don't hear about them. Bankers sometimes don't know they exist. Bankers who do know of these sources will sometimes refer clients to these types of funders. If you are in need of funding, ask your banker, your CPA, or even your attorney to assist you in locating one of these sources.

You can also check with your local business consultants, chambers of commerce, or community business centers in your area for assistance. If they cannot help you, then contact a source such as myself who does specialize in this area of funding.

Decision Time

When is the right time to seek alternative funding? You have to decide when and if this is the right avenue for you and your business. Timing is everything.

This boils down to two things:

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1. Are you willing to take the next step to grow your business?
2. Are you serious?

It is decision time! Taking the next step to help you and your business get to the next level is important but you must be open to these non-traditional means of funding your business. Remember, you do not have to allow the current economic climate to be drawback to you. Get the capital your business needs today!

Karlene Sinclair-Robinson is the author of The Small Business Owner's Guide to Alternative Funding, and Managing Member of KPR Funding Solutions, LLC, based in Northern Virginia. She assists her clients with access to capital and other business needs nationwide. You can visit her website at www.KPRFundingSolutions.com

Championship Tools for Today's Economy

By Tim Mann

Are you ready to be a champion in today's economy? It's time.

We are faced with a great deal of negativity in this economy. The media loves to give us a daily dosage of fear and struggle. It seems to be a habit to talk about fear and uncertainty because it's easy to go with the flow and follow the crowd. It time to step away from the crowd. Personally, I think it is an excellent time to make money. If you turned off the television, did not read the newspaper, or stopped surfing the internet, would you really know that things are that bad?

I say to my clients, "*Make the shift, let's change focus*".

The truth about our world is within us, not in the external world.

Today we are facing a dire economic recession, as we hear from external sources around us. People still need basic material things—we need to eat, a place to live, to travel, wear clothes, be entertained, have fun, and be educated. The global economy will still be functioning whether we have a positive outlook or negative one. The choice is yours—create your own solutions and stay focused on those positive outcomes. How do we create the solutions? The solution is moving away from the gloom and doom mentality by using a couple mental and emotional techniques to change your state of consciousness. It is like getting physically fit, we are building mental and emotional muscle. I call these Techniques: Championship tools. Using these tools will propel you in the right direction to enhance your work, relationships, and money.

Let's go over these Championship tools:

Championship Tool #1: Reframing

We have some 60,000 thoughts per day. The majority of these thoughts happen to be negative thoughts, useless chatter going on in our mind over and over again—noise. We have to work on reframing these thoughts toward a positive outcome. Refuse to use negative language in your vocabulary. For example, instead of thinking I don't have enough money. Reframe it into: Money is coming to me from unexpected sources.

Exercise: Take out a piece of paper and write down all of the negative thoughts you have going on in your mind. Then reframe them into a positive statement. Practice this until you have the habit of reframing your thoughts into something that is brighter.

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Championship Tool #2: Anchoring

Having positive thoughts is just not enough to make the shift. We have to add the emotional component by way of anchoring. T.V. commercials are a great model of anchoring. Companies make you feel good about their product, which has nothing to do with their product at all. This is the trigger for us to go out and buy products. We are able to recall T.V. slogans immediately since companies spend billions of dollars airing commercials over and over again.

Let's play a little game called.

Guess the slogan

"Just do It" – Nike

Ultimate Driving Machine – BMW

"Plop plop fizz fizz..oh what a relief it is!" – Alka Seltzer

Finger lickin' Good – Kentucky Fried Chicken

These are just a few of the million commercials that we see where anchors are set in. We can do the same thing that advertisers do to us; create good feelings into our bodies.

Exercise: Create a positive emotional anchor by closing your eyes and go back to a time in your life where you experienced a positive feeling. Then see what was happening around you, hear what was happening around you, and finally really feel it. At the peak of the emotion link the emotion in by doing something unique to yourself. Examples of unique triggers are doing a championship fist pump, touching your heart, or pinching your earlobe.

Now you have set a positive anchor. Make the anchor stronger by doing the exercise over and over until it is ingrained. Each time you do the unique action to yourself the positive emotion will fire off inside you.

Championship Tool #3: Visualizing

All great athletes, leaders, and performers visualize. Create the life you want to lead. Turn off the negative T.V. and create your own success story by visualizing. When visualizing you are setting in motion the new life you want to lead. Make it fun.

Exercise: Go to a quiet place for 10 to 30 minutes a day. Get comfortable and just begin to relax and notice your breathing. Then start to create pictures in your mind. Let the pictures develop by seeing, hearing, and really feeling what you want to do. Image

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yourself reaching some goal you have in the back of your mind. Image yourself in that great relationship. Image yourself having the type of money you want in your life. Image yourself in your rewarding career. You can virtually create any thing you want in your mind.

Championship Tool #4: Breathing

We simply do not breathe enough. On average we take in one pint of oxygen every time we breathe when we have the capacity to take in over 6 pints. There are many forms of breathing exercises available to you. Doing breathing exercises benefits you in many ways. I will list four of them:

1. Benefits your performance
2. Benefits your Health
3. Benefits your focus on being in the present
4. Benefits your Energy throughout the day.

Exercise: Do a Google search to find some different forms of breathing exercises. Research and find your favorite exercises and do them at least three times a day.

Each day reinforce these Championship Tools until they become second nature. Professional Athletes uses all four of these Championship tools.

You will be amazed at the results when you move toward positive self talk coupled with anchoring emotions that empower you. Adding visualization and breathing to the mix and you have tools that will bring you to greatness. Play like a Champion in this economy and you will be a winner at this game they call life.

Tim Mann is an accomplished speaker, author and success coach. With the constantly changing environment we live in today, Tim stays abreast of the new research on human potential. By staying at the forefront of human potential, Tim uses his findings to create solutions to the current problems and issues that we face in today's society. Tim received media attention after appearing on Television and Radio where he spoke passionately about inspiring people to be Powerfully Uncommon and the Leader of their Life. Tim is contributing author to the book *Discover Your Inner Strength*. The book features best-selling authors Stephen R. Covey (*Seven Habits of Highly Effective People*), Brian Tracy (*Million Dollar Habits*), and Ken Blanchard (*One Minute Manager*). *Discover your Inner Strength* is a fascinating book to add to your arsenal of strategies to face life and all its challenges.

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Tim offers private success coaching for people from all over the world working on enhancing their lives. Tim's clients come from a broad range of arenas, including entertainment, sports, government, and corporate America. Through his signature programs you will have clarity, be more productive, happier, and have successful relationships both personally and professionally that we all so desire. The programs are custom tailored to inspire the corporate environment as well as an individual's personal life.

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Are U Branding Online with a Blog?

By Sue Seward

A blog is much like a personal website, only its focus is more of a personal journal or diary that's opened up for anyone who chooses to read it. A blog is a wonderful complement to your personal website, newsletters, articles, and overall building your personal brand online.

Your blog writing will center around a specific topic related to your target market. Each post will contain your personal thoughts, experiences, resources, training, coaching relevant to your topic. The key is to develop your style of writing and anyone can do it. When I started online in 1996 I had no degrees or writing experience. I just dove in and did it! Today I'm a published MLM author. Who would have thought?

Much like the personal website, a blog is another tool to share who you are and begin establishing relationships. However, with a blog, your site visitors can leave comments and the relationship becomes a two way conversation and connects you to your readers.

Everyone seems to be moving in the direction of blogging online so if you have a business and would like to promote your business online, this might be the perfect time to learn more about blogging and how to brand U online.

I plan to start training centered around blogging to help people understand how to set up a blog, use a blog for branding themselves while exposing their business and connecting with more people.

People contact me often asking, "Sue how can I get a personalized website to promote my business and build a presence online and brand myself?" We used to using website builders, now it's all about blogging!

Here are a few nuggets to getting started with your personal blog to Brand U.

1. Who is your ideal reader?
2. Examine the reasons or purpose of why you want to publish a blog.
3. How do you want your readers to feel when they read your blog?
What's your writing style - humorous, visionary, educator??
4. What do you want your readers to do when they read your blog? -
call to action

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5. How much time do you have to devote to your blog each week?
Start planning a schedule for writing.

6. Name your blog. Think in terms of keywords and target market.
What's your niche? How does it relate to your online presence?

7. Sign up for a blog account. Visit my coaching blog below for ideas.

8. Be sure you register a domain name for your blog; for example mine is SueSeward.com I always recommend using your name to Brand U!

9. Set up your blog.

- Choose a template that best suits your style with colors, layout, and side bar items. Personally I uploaded my own Lake Travis photo for my header.

- Choose colors that complements your personal website, logo/header

- Set up your content categories and lists

- Develop your "author profile"

10. Drive traffic to your blog site:

- Submit to blog directories and search engines

- Submit to regular search engines like Google and Yahoo –

- Have a sign up form on your blog so visitors can get your posts by email

- Syndicate your blog with RSS feeds. Any website you have may offer an RSS feed feature. When you set this up, this means that whenever you post something on your blog, it will show up on the website you've placed the RSS feed.

When writing a post to my blog there's a share button with a whole list of other networks to connect my blog with such as Facebook, Twitter, MySpace, Ping.fm, Yahoo, Plaxo, Linkedin, and a lot more! This is what we call true Viral Power!

Be sure you register for some of these networks if you have not already do so. For example with ping.fm you can post a message and viral it out to more that one network at a time depending on which networks you are registered with. This means when I post something on ping.fm it gets posted on Twitter and Facebook at the same time because

I've registered those two so far with ping.fm.

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When posting on your blog through wordpress it can also show up on your personal website if you have an RSS feed connected to your personal website.

11. Create links to your blog:

- put a link in your email signature file
- on your personal website or any profile pages within social communities
- Article Resource Box
- in your newsletter
- Business Cards

12. Blogging is just another tool for effective online networking and branding. Comment on other blogs related to your target market, build your credibility, and drive traffic to your blog. When you post on another's blog, your name/ID profile will be a hyperlink back to you.

I'm receiving hits to not only my blog, which brands me as an online marketing coach, and my networking newsletter, which I have connected with the coaching blog; it is also attracting visitors to my primary business website as well because there's a link for that business connected right on my blog. Again it's all about Branding U and viral power!

Sue Seward is an entrepreneur, author, online marketing coach, loyal friend and servant team leader who has been networking, connecting and building relationships online since 1996 and a full time career earner in Network Marketing living at Lake Travis in Austin Texas with her husband and two sons and enjoys bird watching, lake activities, gardening and gluten free cooking. Visit her online marketing coaching blog for more blogging tips and resources at – <http://www.sueseward.com>

Nice to Meet You! (How to Introduce Yourself)

By Lisa B. Marshall

My twin daughters will be entering kindergarten this year. Last week they each received a hand-written letter from the principal of the school. She introduced herself to my girls by listing her favorite things to eat and by sharing her summertime activities.

My husband and I also received a separate letter of introduction. However, in our letter, the principal described her professional experience and background along with her goals for the upcoming school year.

I have to say I was impressed. It's clear this principal understands that people quickly form strong opinions based on first impressions, and that a well-crafted, strong, self – introduction is a critical part of making a great first impression.

Whether you are in a classroom or a conference room-- or even online--the ability to effectively introduce yourself in an energetic and engaging manner is important to your success. And as you may know, research suggests [first impressions are made very quickly \(seconds\) and they are very difficult change!](#)

So whether you're interviewing, networking, or casually meeting someone for the first time follow these tips to help you make a strong first impression and say, "No, thanks, I'll skip the recession!"

Use the Other Person's Name

First, if possible, all introductions should start with the name of the other person. Of course, in a letter or on online, that's easy to do: Dear Mr. Marshall or Hi Daniela. In person, it's tempting to start with your own name, but if you know the name of the other person, use his name first. In a group setting, you can just say: "Hi, everyone!"

Once you've said your greeting, then you should say your name. In fact, in a professional setting, say your name twice. It's also a good habit to slow down to ensure you say your name clearly. For example, "Hi John, I'm Lisa, Lisa Marshall." Depending on the setting you may also want to include your title, your company, or appropriate context.

"Hi Mr. Thomas, I'm Lisa, Lisa Marshall. I'm one of the speakers today. It's great to meet you, Mr. Thomas." Notice, you'll want to say the name of the other person twice as well. That will help you to remember his name and it shows your interest in him.

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Communicate Proper Body Language

As you are saying these initial words, remember that the majority of your first impression will come from your tone of voice and body language. Of course, with all introductions you'll want to communicate enthusiasm by smiling, using [direct eye contact](#), and speaking with an upbeat, [positive tone of voice](#). Be sure to directly, but briefly, look into the eyes of the person or people you are meeting.

Similarly, [viewers will also make snap judgments when "meeting" you via your social media photographs](#). To be approachable and memorable, [choose a head and shoulders shot against a plain background](#). Be sure are smiling and looking at the camera, and wearing appropriate clothes.

In-person professional introductions also include a handshake. It is important to have a firm, full-handed, web-to-web, handshake. Many people get it wrong, so read my article on [effective handshaking](#) and then test your handshake on several people before important introductions such as job interviews.

Along with a confident handshake, you'll also need to walk and stand with confidence. That means walking slightly faster than normal, with your shoulders back. I always like to imagine someone pouring cold water down my back because this mental image helps me to move faster and keep the right posture. Your goal is confidence but not overconfidence (that's just intimidating and off-putting). And remember, fresh breath is important. Always carry mints with you.

Build Rapport Through Common Ground

Next, an important part of any introduction is to consider your audience. Who exactly are you introducing yourself to? What will they find interesting and compelling? What can you share that might help to quickly build common ground and make a connection?

In the letter the principal sent to my children she mentions that she likes to eat pizza and ice cream and go to the beach. Of course, she chose these particular things on purpose--what kid doesn't like pizza, ice cream, and going to the beach! Similarly, in the parent introduction letter, she shares her goals for the students during the year--which of course, are shared by all parents.

To engage someone in conversation, share relevant professional or personal interests, goals, and activities. It can be anything; it doesn't have to be business related. The only goal of an initial introductory conversation is to find common ground and make a connection. Start with "safe" obvious links and avoid controversial topics.

"Hi, Mary, I'm Lisa, Lisa Marshall. I'm glad to meet you Mary <smile>. I'm one of the invited speakers today. I'm curious, which speaker so far has had the biggest impact on you?"

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Be Brief and Conversational

Notice that self-introductions should be short and conversational. Sharing very briefly about yourself, then ask a question that helps lead your partner into a conversation. The exception is in an interview setting, where it's best to let your interviewer lead the conversation.

It's possible to be conversational even in writing--again by asking questions. In the letter from the principal to my girls, she encouraged them to write her back including what they liked to eat and do during the summer.

How to Introduce Yourself to a Roomful of People

However, at times, a self-introduction may be one-sided --such as when a roomful of people are asked to introduce themselves. In this case, you may be asked to provide specific information, but at other times you may be free to respond in any manner you choose. The first case is easy--just remember to include a greeting, your name, and all the requested information (regardless of the responses of previous participants).

Focus On Three Things Only

When the introduction details are your choice, I recommend following the [rule of three](#). Build rapport by picking three things that you think others in the group might be able relate to. By focusing on just three things, your introduction will be more memorable. In addition, you can expand and contract the length of your response by providing examples or details for each of your chosen three things.

For example, for a very short introduction I might say something like,
“Hi, everyone. I’m Lisa, Lisa Marshall. I’m a professional speaker and author who enjoys dancing and photography.”

For a longer introduction I might say something like...

“Hi everyone. I’m Lisa, Lisa B. Marshall. I’m a professional speaker and author. I specialize in communication skills and I’m excited because my [audiobook on interviewing skills was released by Macmillan](#) in October. I’m currently working on my second book on social and conversational skills; things like making effective introductions. I also enjoy dance-fitness and photography.”

As a way to practice and get feedback, I want to encourage you to post *your* introduction to my [Facebook fan page](#). Remember introductions include names and most importantly show enthusiasm and confidence. Build rapport through common ground. Follow the rule of three to be memorable. And, finally, be brief and conversational.

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Lisa B. Marshall is a professional speaker, author, and host of the fun, free, friendly *The Public Speaker* podcast [published by Macmillan]. She has also brought her authentic, practical, and expert communication savvy to Univ. of Pennsylvania, Genentech, Roche, Johns Hopkins, Harvard, Stanford, New York Academy of Sciences, and other prestigious organizations seeking to stay current and boost their communication skills. Lisa's *The Public Speaker* podcast is consistently an iTunes Top 25 business podcast, and #1 in "careers" category, boasting over 200,000 listener downloads every month! Marshall published *The Public Speaker's Guide to Ace Your Interview* on MacMillan audio books and is now working on her second book on social communication skills. Contact [Macmillan Speakers to have her speak at your next event.](#)

Managing Distractions

By Lori Krolik, More Time for You

In today's faced-paced, technology-centric world it can be very difficult to stay on track. Oops -- got to Tweet, answer an SMS, read my favorite blog, chat with my PR agency to finish the latest copy. Sorry, my music is too loud isn't it? Let me turn down my XM radio, check Google news. Hey, nice bird at the feeder. E-mail my Mom, answer my iPhone.

You're constantly bombarded with interruptions. Each interruption requires another 20 minutes of effort to return to the level of concentration you had prior to that interruption. Yes, research says it takes 20 minutes. It is no wonder you have trouble staying focused. If you don't want interruptions to control your work day, you need a plan for dealing with them. Here are some suggestions for developing your plan.

TYPES OF INTERRUPTIONS

Interruptions can come from others or from your own mental to-do list.

Outside Distractions – People calling, e-mailing, IMing, or dropping by to ask for information, to discuss a problem, or just to “shoot the breeze.” It could be a client, your child's school, or your sister in Dallas who always seems to have a lot of time on her hands.

Internal Distractions – You're trying to get an important report done, but you keep thinking about the e-mails filling up your inbox and when you're going to have time to respond to them. Commonly, you stop working on your report and start checking e-mail because it seems urgent, but is often unimportant (not a good strategy). Whatever the impetus, your own mind can wander due to being overwhelmed, bored, or worried about something else.

STRATEGIES FOR DEALING WITH INTERRUPTIONS

Different types of interruptions require different strategies. Here are some suggestions that can help you build your plan for managing distractions.

Turn off bells, whistles, and alerts – You've been trained like Pavlov's dog to answer a phone when it rings or glance at an e-mail when the incoming alert beeps on the computer. Silence your phone and let it go to voice mail when you really need to get something done. Turn-off your e-mail alerts and instead have pre-planned times for checking and responding to e-mail. This puts you more in control of how you spend your time.

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Proactively communicate with clients and staff – Do you have staff or clients who tend not to respect your time? It's important to be there for your clients, but some clients ignore boundaries when it comes to their demands on your time. Schedule regular meetings with your clients (preferably on the phone) so they are always up to date and informed of project status. You can answer any questions or concerns they might have during the scheduled call. In addition, make sure your staff understands what is expected of them so that they are not constantly coming to you with questions or problems.

Get out of the office – Sometimes a change of scenery can really help you to focus. When you get out of the office you won't be interrupted by your landline ringing, distracted by the TV or radio, or (if you work from home) be tempted to throw in a few piles of laundry. A different environment like a café or park can help get your creative juices flowing and enable you to tackle that important project that you're having trouble starting or completing.

Limit multi-tasking – A study published in the *Journal of Experimental Psychology: Human Perception and Performance*, showed that “For all types of tasks, subjects lost time when they had to switch from one task to another, and time costs increased with the complexity of the tasks, so it took significantly longer to switch between more complex tasks.” You think you are being more productive when you multi-task; checking e-mail or surfing the web while talking on the phone. In reality you are losing time and being less efficient.

Increase concentration – Think about a time when you were absorbed in something you really enjoyed: playing a sport, listening to music, watching a movie, reading a book, etc. That's total concentration! Yet when you are working it's hard to have that same “be in the moment” type of behavior. When you notice your thoughts wandering, say to yourself, “Be here now.” and return to what you were working on. If your mind wanders again, repeat the phrase, “Be here now,” and bring your attention back to what you are working on. Keep doing this and eventually it will be habit.

Take regular, scheduled breaks – If you've been sitting for awhile get up and walk around. Or, try this technique*: schedule a focused activity followed by an interactive activity. Plan 40 minutes to work on a focused project then follow it with 20 minutes of returning e-mails, making phone calls, or talking with colleagues. This routine gives you enough time to get into creative thinking mode, maybe even complete your focused project. It also has the benefit of allowing you to keep up with the demands of the outside world.

Interruptions are an inevitable part of your day, but they don't have to throw off your whole schedule. If you pro-actively deal with interruptions rather than letting them sidetrack

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you when they happen, you'll be more in control of your time. Soon you'll be working more efficiently, effectively and productively.

Lori Krolik is the owner of [More Time for You](http://www.moretimeforyou.net), based in Palo Alto, California. She provides professional organizing and productivity consulting services for individuals and small businesses throughout Silicon Valley. She has been helping people reduce their clutter and manage their time more efficiently for over 15 years. To learn more about Lori and her company, go to www.moretimeforyou.net or become a fan of More Time For You at www.facebook.com/moretimeforyou

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*Adapted from *Accomplishing More With Less Workbook* – Pierre Khawand

Why this Recession is Different

By Andrew Rogerson

This current recession will be remembered for many reasons.

It's a little unusual to begin the opening paragraph of an article with just one sentence but that's the whole point of this article. If anyone reads this article and the economy is in a recession they will be nodding their head in agreement because almost everybody hates a recession and it always feels like this time is worse than all the other recessions.

There is no doubt a recession creates stress, seems to magnify everything that is bad or is perceived to be bad and worse still, it seems like the recession will never end.

If this is the approach you are taking you are missing major opportunities; especially if you are a small business owner.

The work I do on a daily basis is talking with small business owners and those that wish to embrace being a small business owner. Owning and operating a small business requires so many skills and things to learn and master. To me it's the only way to enjoy life and make a living at the same time.

As I live and breathe small businesses and enjoy the small business dynamic, this article is for you and now is the time for action. There are many things you can do but here are a few suggestions. The economy is in constant motion and therefore change; even in a recession. Now is the time to learn new skills, techniques or experiment with ideas you previously didn't have time to do. Since the last recession, social media has exploded. It is very much in its infancy but now is the time to learn the buzzwords and how things work so you can follow and be part of its development. If social media doesn't get you excited, what new sales and marketing technique can you now learn and master that will positively impact your business?

If you have threatened to go back to college and take a course to help you better run your business, you now don't have an excuse. A small business owner is as strong as his weakest skill. Now is the time to take that accounting course so you can talk in more detail with your CPA. How about taking some financial planning courses so you better understanding how to invest the profits from your business when your business picks up and you have profits to take off the table and put aside for your retirement.

Still not excited? One of the toughest parts of owning a business is managing it as best you can. Perhaps it's time to invest in your management skills so you can hire the right employees, learn how to delegate and measure performance, brush up on all the employment laws that have changed recently and are likely to change. How about

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documenting some of your core processes so instead of the employees asking you what to do, you can simply refer them to a training or operations manual. And how about this for a bonus. Teach your employees the importance of the training or operations manual and how to keep it up to date, so they don't have to ask you for directions. This technique alone can improve employee morale and take some of the stress and strain off a business when the economy is strong and allow you to have more time to yourself.

Still looking for more ideas? Computers and technology are all about us. Being able to better use the technology you have will greatly improve your efficiency. It's guesstimated that we use 10% of the power of most software programs.

What else can you think of that you want to do? Give yourself a week to make a list and hold fast to that deadline. After a week, give yourself another week to prioritize your ideas and then at the beginning of week three, take action. Block time off from your schedule to make sure this is something you do. Hold yourself accountable. If you don't take action because you now have time from the recession you will never move to action; which is what it's all about.

Finally, what can you do today to make a positive difference? Phone a sick friend? Call a parent or loved one you haven't spoken to for many years because you've been too busy or too angry or you think they are? Perhaps you could help a neighbor or co-worker? What about volunteering two hours of your time to a local charity?

Whatever you choose to do, make sure it positively impacts another person. Why not do it now? And make sure you tell the person why you are doing it. It may stimulate a new opportunity for them. And isn't that what a recession is all about?

Without doubt, this current recession will be remembered for many reasons. But don't we say that every recession? And that's the point of this article. Recessions are a normal part of the economy and its cycles. It always seems to be that the current recession is the worst we've ever experienced but I would suggest that's because it's happening now. For whatever reason, human beings only seem to live life in the 'now'. Remember, life goes even in a recession and the most exciting part is that it provides many personal and business opportunities. To prove the point, did you know Hewlett Packard was started in the Great Depression? Remember, you get to control whether it is good or bad. And what you choose to do will help determine how you remember it by any action you choose to take...today.

Andrew Rogerson is a Certified Business Broker that lives in Sacramento, CA. He consults with existing business owners who wish to sell their business to prepare it for sale, handle all the sales and marketing while protecting the confidentiality of the business, qualifying all buyer inquiries, arranging third party finance, handle all negotiations, due diligence and closing of escrow. He also consults with new business

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owners to find their best business ownership option of either starting their own business, buying a franchise or buy an existing business. Andrew also does business and machinery and equipment appraisals and is the author of four books available from Amazon including Successfully Sell Your Business and Successfully Buy Your Business. For more details visit www.Andrew-Rogerson.com

5 Steps to Staying Motivated During the Recession

By Jerry Kennedy

It's my firm belief that proper motivation and a positive attitude are the fundamental building blocks of a successful life. In sales (a category which includes all you entrepreneurs and small business owners, whether you like to admit it or not), motivation is the key distinction between success and failure. It's a simple formula: having the right motivation keeps you moving and in action. Without it, you stop.

This has been especially true over the past couple of years when staying positive and motivated has been more difficult due to the prevailing negativity we see all around. To judge by the news from the major media outlets, the end is all but here. Do you want to suffer along with the rest of the world? Or would you rather check out of the recession mentality and focus on being prosperous and abundant?

If so, you've come to the right place. We're about to discuss five steps you can take to keep your positive attitude and stay motivated, no matter what those around you might be saying or thinking.

The first step is to start asking yourself the power question: "Why?" Why do you want to achieve a particular goal, a certain level of income or anything else? Asking "Why?" helps you identify the emotional component of your goals, which in turn engages your unconscious mind to help move you closer to their accomplishment. Stop asking yourself "How am I going to do that?" and start asking yourself "Why do I want to?" You'll find the results much more satisfying.

The second step might seem a little drastic, but is totally necessary if you want to stay positive and motivated: you have to shut off the news for the next seven days, at a minimum. Create your own News-Free Week and replace the negativity of the news with positive mental food like great books and audio programs you can listen to in your car. This step will help you avoid distraction and stay focused on doing the activities that are in harmony with your purpose. While news overload can create anxiety, worry and despair, living a news-free life is liberating. You are far less susceptible to negativity and far more open to possibility and gratitude.

The third step for staying motivated is to find the passion, enthusiasm and excitement for your work. Instead of being among the 87% of Americans who hate their jobs, finding passion for what you do puts you in the happy minority of people who actually enjoy their work, even considering it to be a form of play. And if you can't find passion for what you are doing now, remember: you are always free to pursue something that you are passionate and enthusiastic about. Start making a list of all the things you really love to do, then figure out a way that you can make a great living doing them.

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The fourth step, and one of the most important, is to win the battle between your ears by choosing optimism. Despite what many people think, optimism is a choice. In fact, it's a choice you have to make every minute of every day for the rest of your life. Let's face it: sometimes life throws you a curveball; choosing optimism allows you to keep swinging. How can you choose to be optimistic in spite of the difficult times we find ourselves living in? You need to become aware of and begin to use the time gap that exists between stimulus (the bad things that are happening) and your response (how you choose to react). Instead of reacting automatically, start to consciously choose how you're going to feel about the circumstances of your life.

The fifth and final step is to get moving. While a success mindset and positive mental attitude are critical to your success, without the action to support them they are nothing more than pleasant thoughts that will eventually lead you to frustration. Action is the final step in the chain that brings all your energy together in support of your dreams. You have to start moving in the direction of your goals by taking some action, no matter how small, and then taking advantage of the momentum created by that action. Once you start moving, it gets easier to keep moving.

As you might have figured out by now, I have a real passion for helping people find and keep their motivation in order to help them unlock their true potential.

Know this, though: whatever you want to achieve, you have the power and ability to do it. In fact, you have more power than you give yourself credit for. I want you and every other person on the planet to use that power for your higher good. That is the mission of this book: to be a source of information to help you stay motivated and inspired. I hope you enjoy what you're reading here, and I hope you'll engage in discussions about the content through your attitudes and interactions with others throughout each day.

Always remember: "Energy flows where attention goes!" Place your attention and focus on finding and keeping your motivation, and watch what the inspirational energy you tap into will do for you.

Thanks for joining the ranks of those who are saying "No thanks" to the recession!

Jerry Kennedy is the Chief Transformation Officer at Inside Out Business Solutions, a sales coaching and training firm based in Sacramento, CA. For more great sales advice from Jerry, visit his blog at <http://jerrykennedy.com>. You can also receive a free 10-minute MP3 (no strings attached) from Jerry by visiting <http://www.motivation101audio.com>.

The Recession's Silver Lining

By Larry J. Bradley

Does the recession have a silver lining? I believe that it does. What is it, you ask? Well, it's . . . silver, that's right silver – the precious and rare metal.

Centuries ago when the deadly plagues swept through Europe, killing untold numbers of people, there were some who were unaffected. Wealthy people in Europe during those times were the only ones who owned silverware made from real silver. The wealthy parents would give their children a silver spoon to suck on and the anti-bacterial properties would prevent the children from getting the plague. Hence, the term “born with a silver spoon in your mouth” often used to refer to the wealthy.

There is a literal feeding frenzy world-wide of people buying silver and gold. We see it everywhere, and trust me they are not buying it because its value is going down. Many analysts believe that the price of silver will surpass gold and both metals will continue to sky-rocket. While gold is very expensive at over \$1,100 per ounce, as of this writing, silver is worth just over \$18 an ounce and has doubled in value of the last five years. While gold is costly, I believe it is an excellent investment. In every economy and certainly in an inflationary economy (which is precisely where many economists think we are heading), hard assets such as rare metals and real estate are the best investments and they hedge inflation.

So why is silver the silver lining? Consider the following, every day more and more uses are being found for silver as the metal itself becomes rarer. Silver is an amazing anti-bacterial agent, and unlike anti-biotics, bacteria cannot build up a resistance to the powerful effects of this metal. The number of potential applications in this area is nearly infinite. Silver's anti-bacterial uses can be divided into hygiene based applications along with genuine “medical” applications.

In the former category, the first use of silver on a massive commercial level has been to use silver in clothing. It is used in socks and other military issued clothing because its anti-bacterial properties retard development of bacterial infection - eliminating a hygiene problem which has plagued armies for thousands of years.

Because it is bacteria which is the source of human odor from perspiration, the use of silver in sportswear has exploded into one of the largest, single applications of silver. This one usage already consumes more than 1,200 ton of silver per year, used in the manufacturing of 50 million tons of polyester sportswear annually.

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Currently, consumption of silver for this usage is merely beginning. At the world's largest commercial materials trade show, one fabric maker won the 2009 "Gold Award for Healthcare Fabrics" for producing the world's first commercially available silver upholstery. The potential use in this one category of silver consumption is nothing short of mind-boggling. Obviously, every hospital will at least consider the costs/benefits of using silver upholstery in all of its furnishings – given that the spread of "anti-biotic resistant" bacterial infections in hospitals is one of the most serious issues in the world's hospitals. In fact, the biggest aspect of this problem is the spreading of MRSA (Methicillin-Resistant Staphylococcus) which is expected to result in 5,000 deaths per year. Putting aside the terrible human consequences consider the legal liability for those hospitals which could threaten the solvency of medical systems world-wide.

Silver is now being used in topical gel-based formulas used to cure everything from minor cuts to psoriasis. It is also being used in a liquid suspension that is ingested and purports to destroy bad forms of internal bacteria with many health benefits.

In the massive, global "battery" market, the newest generation of batteries uses a silver-oxide compound, replacing the previous generation of lithium-ion batteries. The silver based batteries are not only more environmentally friendly but also contain no flammable compounds, which have caused a number of lap-top computers to spontaneously burst into flames. This is making silver-based batteries the new battery of choice for mobile phones, lap-top computers, along with many other electrical applications. With these markets increasing, exponentially, on a global basis, silver consumption in batteries is also just in its infancy.

Going green and China. It takes 80 tons of silver to produce one gigawatt of solar power. As of 2008, only seven gigawatts of solar power have been installed world-wide. Solar power has been growing rapidly by around 40% per year since 2000. And nowhere has solar power grown faster than in China. In 2000, China accounted for about 1% of the world's solar base. By 2008, that number grew to 25% and since 2003 solar energy has been growing by well over 100% per year in China.

Next, realize that silver supplies are sharply limited. Some 20,000 tons are mined each year while only 200,000 tons considered economically viable are thought to remain in the ground. **THIS MAKES SILVER THE WORLD'S ECONOMICALLY SCAREST METAL.** Industrial uses other than solar will consume about 70% of the annual silver production within ten years. Even if you assume efficiency gains in producing solar cells, silver will become in exceptionally short supply.

Finally, consider that currently only 10% of the world's silver supply is actually available. For example, 70 years ago, the U.S. Treasury had 183,000 tons of silver (that is over five billion ounces). Today, it has none. That shows you the impact of industrial demand. Recently, investment demand has begun to vigorously compete with industry for

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available silver. That's why silver's rate of appreciation against 23 major currencies over the past five years has been 23%. It is also why many analysts believe that the titanic struggle between investors and industry with known and untold unknown applications for silver will produce a price explosion in silver that will be written about for centuries.

To take advantage of the silver lining in this and all future recessions . . . OWN SILVER! To find an incredible company offering a fantastic opportunity to own silver and make a nice income in the process, visit www.numisnetwork.com/ilslarrybradley.

Larry J. Bradley is an author, speaker, personal and professional coach and consultant. He is a business turnaround specialist, certified Self-Talk trainer, NLP practitioner and coach, as well as a hypnosis and time-line therapy practitioner. His areas of expertise including parenting, personal success and management, persuasion, influence and sales. He can be reached at LarryBradley11@gmail.com or 856-535-7500.

The Power of an Exclusive Promise Statement: How to Get People to Buy from You & Love Your Brand in 31 Seconds or Less.

By Ian Jakovan Dunlap

There is one illusive component that makes a great brand successful that you may not have—an exclusive promise statement. An E.P.S. is an essential weapon to your marketing arsenal that is designed to get a person to fall in love with your brand & cause them to buy in 31seconds or less. Those that have a perfectly constructed exclusive promise statement dominate their market and those who don't get dominated in the process.

All companies, whether they are Fortune 500 or small business, make the same deadly mistake that makes me cringe every time that I see it and that is the use of a tagline.

A tagline is defined as a variant of a branding slogan typically used in marketing materials and advertising. The idea behind the concept is to create a memorable phrase that will sum up the tone and the premise of a brand or product or to reinforce the audience's memory of a product.

Whenever I am working with a client I always ask the question **"Is adding this piece to your overall strategic puzzle going to be an asset or a liability to your company?"** The answer is usually "liability" especially when this question is asked about their tagline.

You have to realize, now more than ever, the attention span of your marketplace is incredibly fractured. Every time that you communicate with your clients or prospective customers you must make sure that you are adding an incredible amount of value to their lives in hard dollar value, soft dollar value and in the overall collection of emotional experiences you are providing them. If you don't, they will tune you out and you lose.

Very Important Side Note: The truth is the market doesn't care about you unless you do something for them that changes their lives and if you don't effectively use that space to quickly tell them how you will make that change, they will forget about you

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instantly.

What should you use instead of a tagline to generate more business?

You need an exclusive promise statement. In order to dominate your market, you need a powerful & memorable statement that designed to motivate, inspire, & move the people you are targeting to do business with you because the only thing that matters is that, them becoming a client or customer of yours.

You want your exclusive promise statement to be so powerful, that once you say it or someone reads it, they immediately want to do business with you.

3 Keys Your Exclusives Promise Statement Must Contain:

1. Target those who you want to attract exclusively.

Your exclusive promise statement should only target those you are aiming to do business with, especially if your company is new. **One of the biggest mistakes that I see frequently made by companies is trying to target everyone in the marketplace to do business with them.** If you have multiple targets that you are looking to attract, then at most, you should select 3-4 separate core audiences but you cannot “own” the entire market, unless you create it. An example of a company creating the marketplace is the Apple creating the app store. They own that market. They also created the touch-screen phone market as well.

I am all for scale and rapid customer acquisition but you must be able to attract a core audience otherwise your advertising and marketing costs will increase dramatically and the probability of your failing increases by 88%. Your customers, potential customers, & core audience must become evangelists for you. But if you don't make an impact on them by properly targeting then you will have tremendous failure. Once you have a position in the marketplace, it is very hard to change therefore you pick your audience carefully.

2. Communicate Your Irresistible Benefits

You have to quickly tell them the undeniable benefit or benefits of doing business with you. Nothing else matters. The business landscape right now is more competitive than

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ever and if you don't quickly tell someone why they should do business with you then they are going to leave you and choose to go do business with someone else. 80% of the battle of taking mindshare has to deal with how well you are pre-positioned & if you possess an incredibly effective exclusive promise statement. If you give them the irresistible benefits then they

3. The Statement Should Exclusively Fit Your Brand Only

Finally, your exclusive promise statement should only fit your company! It has to custom-fit your brand and only you can be known for this benefit and statement. You cannot use a bland statement that anyone else can steal from you such as "We never forget who we're working for."

What is your exclusive promise statement?

If you want to know if your tagline or exclusive promise statement will get your audience to do business with you then give me a call at **404-496-8021** and I will let you know if it is a pass or a fail. I care about your success dearly & I am here to make sure that you can firmly say... **"No Thanks, I'll Skip the Recession."**

Special Offer: I am only working 17 more clients for the remainder of this year and because you are reading *No Thanks, I'll Skip the Recession* I will provide you with an incredible offer to help people fall in love with your brand in 31 seconds or less and 45 other strategies that will allow you to dominate your competition. You will earn a 7:1 ROI when we work together. You will also get a 21" iMac from me when we begin working on your project. Give me a call right now at 404-496-8021.

Ian Jakovan Dunlap is described as a visionary chief executive officer, innovative master business strategist, & genius marketing architect who is one of the highest paid advisors in the world. His revolutionary thinking & unconventional flawless instincts has afforded him wide-spread admiration from CEO's, World-Changing Entrepreneurs & the world's leading companies. He has also been called "one of the brightest minds in business," "A CEO's Secret Weapon," "The Oracle of Advertising" & "The Ally of All Entrepreneurs."

He is currently working on the film & book *Confessions of a Corporate War Angel: The Secret Art of Assassinating Your Enemies & Conquering Your Competition*.

The U.S. based strategist is a former member of the USA Today Entrepreneur's Panel & is serving as the Former Chief Advisor of Strategy for Adscience in Dhaka, Bangladesh. Reebok, Chevron, Eastern Bank Limited, Save the Children USA, Group 4 Securior, & dozens of other companies and entrepreneurs have turned to Ian for his profit producing strategies. Ian can be reach directly at 1-404-496-8021 for

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speaking engagements, consulting, or to be hired to assist on your company or project.

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