

# SOAR to SUCCESS

July 2015

MAGAZINE

Lillian  
Zarzar

Stop Putting  
Yourself Last:  
Implementing  
“Me Time”

## PLUS:

- + 5 Reasons Why You Need a Whiteboard
- + Is Your Business Tax Compliant
- + CRM Isn't Just for Sales Anymore
- + Do You Have An Attitude of Gratitude?
- + And much more

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# Editor's Message



PAT ALTVATER

## Move From C → D → E

Recently I was in a conversation with some Indy BizTV Shows® hosts about the topic of “being too controlling.” It’s an unfortunate side effect of perfectionism, an ailment that I am now consciously aware has been a lifelong tendency for me. Many perfectionists work hard to maintain control of situations, work and other people.

Being too controlling is something that CEO/Presidents running small businesses cannot afford to BE. When we are, we alienate people, harm relationships and work too hard trying to get everything done by ourselves. The state of being overly controlling can be overcome by choosing to change one’s thoughts and actions. It’s not easy, but is a challenge worth pursuing.

Last Friday, we released a video on the topic of delegation by Dave Roemer, Business Coach and show host of Accelerate Your Business, Get Into Action. He tells a great story of moving from being too controlling to delegating and then on to empowering. You can watch it now on Columbus BizTV Shows® .

It’s a progression through the alphabet from C (controlling) to D (delegating) to E (empowering). Just let go and give other people an opportunity to learn and grow. Follow Dave’s steps to success.

Enjoy the upcoming month and think about what you are doing that may be controlling and how you could give up some control to soar to success!

*Pat Altvater*

Soar to Success  
AFP Marketing  
BizTV Shows

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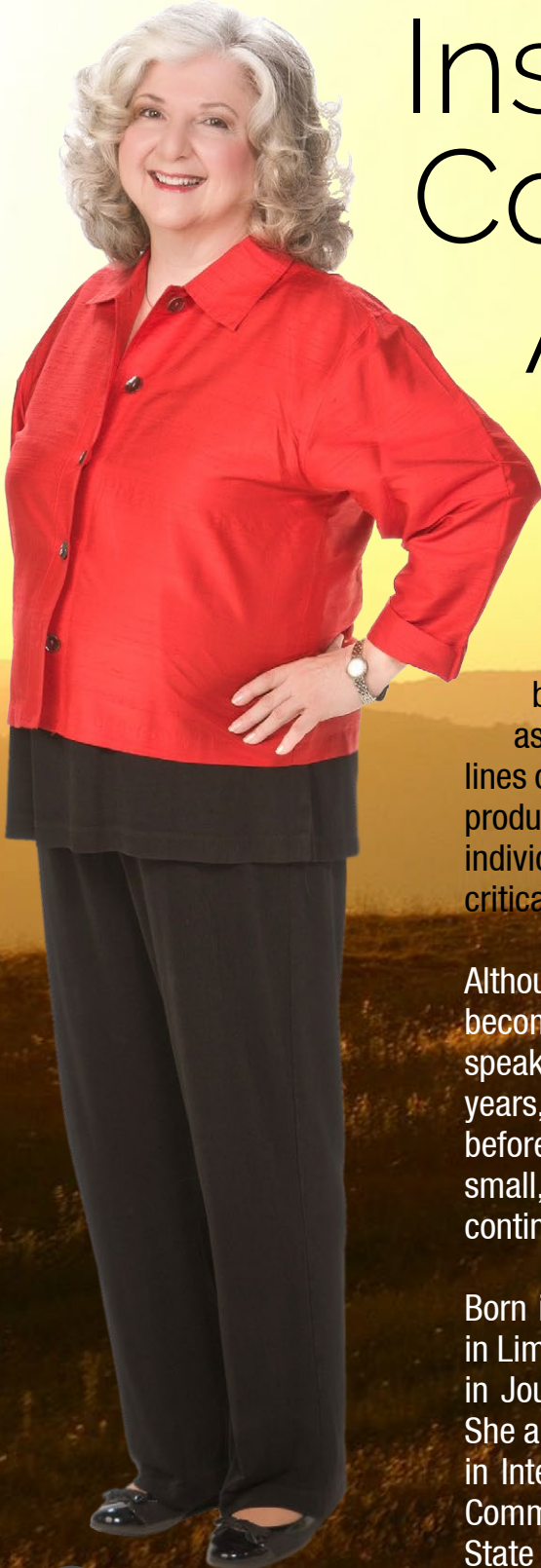
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# Lillian Zarzar

## Inspiring Us to Communicate Authentically



Lillian Zarzar is an adjunct professor of communication at Ohio University and the owner of The Zarzar Group, a Columbus, Ohio based company specializing in assisting businesses improve lines of communication for optimum productivity. She also coaches individuals on presentations and critical conversations.

Although shy as a child, she has become an internationally known speaker and facilitator. In the last 20 years, she has made presentations before audiences, both large and small, in all 50 states and five continents.

Born in Lima, Peru, she was raised in Lima, Ohio and received a degree in Journalism from Ohio University. She also received her Master of Arts in Interpersonal and Public Speech Communication from Bowling Green State University.

Being from Peru, her first language was Spanish, but she quickly adapted to English. Her ability to communicate fluently in both languages helped secure her first job out of college conducting tours at the United Nations building in New York City.

Tiring of the bright lights of the big city, she moved back to Ohio and found employment in broadcast journalism at a radio station in her hometown of Lima, Ohio. Eventually she migrated to Columbus and began her speaking career giving talks about her experiences in New York, while working in the admissions office for The Ohio State University.

She found that she enjoyed speaking in front of an audience. Upon learning about the National Speakers Association, she became a member of the Ohio Chapter and immediately felt right at home in the company of other speakers.

Zarzar has been a long-time member of the National Speakers Association, as well as being a past president of the Ohio Chapter.

She recalls it took five years to complete the requirements to become a Certified Speaking Professional, the highest earned designation in the National Speakers Association (NSA) and the Global Federation of Professional Speakers (GFPS). Having received her certification in 2005, she is one of only 400 women in the world currently holding that designation. She is now an Emeritus Member of NSA and continues to serve the Ohio Chapter by participating as a faculty member of the Ohio Speakers Academy.

Zarzar strives continuously to improve her own self-development and to understand why people are the way they are. She has thoroughly studied metaphysics and the energy transfer between speakers and their audiences. Through this study, she realized a very significant truth.



“We are all part of nature full of positively as well as negatively charged ions. We communicate in sound waves and have our own particular spin that we put on daily life, based on our calibration and unique vernacular.”

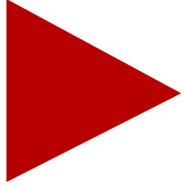
At higher vibrational levels, speakers communicate much more effectively than at lower levels. Lillian coaches speakers on how to increase those levels by organizing their thoughts, having a defined message and delivering it with clarity so their audience remains engaged.

Before she can help clients, Lillian takes time to learn their passions and unique messages. She believes strongly in creating an individualized program to help each client build or craft their presentation. Each message should be clearly defined, then delivered with the correct words, phrases and tonal quality.

The more clearly defined and delivered, the more likely the message is understood.

Thus, Zarzar has found that the message is actually the key ingredient. The best speakers have a particular message of which they are passionate.





## Just because people know how to talk doesn't mean they know how to speak!

That passion raises their vibration transmitted to others in a credible, interesting and authentic presentation.

Lillian teaches her students and clients to have a feel for the audience members. The challenge is to connect with them and exchange the positive energy which enhances the presentation.

Not all audiences react that way, though, and at times presenters may feel alone and disconnected from their audiences. It could be that speakers may be too absorbed in themselves, or, not be able to recognize the audience members' discomfort, therefore contributing to the dissipation of the energy in the room. "Speakers must be able to gauge an audience and make adjustments as necessary to conduct a successful presentation," she says.



*Listen to our podcast interview, the basis of this article, on the Soar to Success website.*

# What Does It Take To Soar to Success

We asked Lillian the question we ask all of our featured experts, “What does it take to soar to success in your field?” She feels the three components most important to “soar to success” as a speaker involve: the Thought, the Word and the Action.

The first connects to belief. She looks for individuals who believe in themselves and their own messages they wish to share with others. She states, “The thoughts you design, create, and develop, build your own belief system.”

She has presented corporate trainings in the past where the participants weren’t excited to hear her presentation. “They were required to attend and were resentful from the beginning,” Lillian explains. The challenge then became connecting to them. She did so by asking questions and engaging in a dialogue to find out what their issues were and why the training was important to them.

“Sometimes people feel as though they are ‘sent to be fixed!’” she says, so she asks pertinent questions to help them pick up the ideas and strategies she imparts.

Lillian’s involvement in the Columbus community includes participation with the Synergy National Networking group as Director of E-Learning and Director of the Polaris Chapter. She is also a member of the National Association of Women Business Owners (NAWBO).

Additionally, every year she assists the Latina Mentoring Academy, a division of the Central Ohio Hispanic Chamber of Commerce, with the design and delivery of presentations.

The second relates to inspiration. Audiences can be captivated by the spoken word and the method in which it is spoken. The greatest orators are the people who use words successfully to inspire their listeners.

The third reflects tenacity. Perseverance of both thought and continuous action manifests what they want to achieve as they impart their wisdom to audiences. Tenacity and constant attention to the craft of speaking by the development of a clear message are necessary elements to refine the skill of public speaking.

Currently, Lillian is involved with LIFE Leadership, an organization devoted to delivering life-changing information to individuals determined to empower themselves by investing in self-development and assisting others in personal growth.

As for leaving a legacy, Lillian anticipates that she has inspired people to speak their truth without fear and to appreciate the life they created on their journey.

To quote from her book **Appleosophy: Slices of Apple-Inspired Wisdom**,

**“Living is a process that can unfold randomly or be crafted with inspiration.” The same can be said of speaking!**

Lillian can be contacted by phone at 614-486-5523, via her website: [www.lillianzarzar.com](http://www.lillianzarzar.com), or an email to [lillianzarzar@gmail.com](mailto:lillianzarzar@gmail.com)

# Is Your Business Tax Compliant?

*By Tina Moe, CPA*

Just the question alone can make most business owners cringe, but the repercussions of not asking the question can be so much worse. Of course, the question I usually get in response to this is, “What does that even mean?”

Tax compliance is a vast - very vast- topic and covers everything under the sun, from paying your employees properly to income recognition and much more. The question I always ask is, “If the IRS or any of the various state governmental entities came knocking, what would be their points of contention? Where are your vulnerabilities?”

The IRS and other governmental agencies aren't always looking at what you think they are. What may seem irrelevant and unimportant to a business owner can mean a significant change to your tax picture.

Matt owned a local construction business where he had both employees and subcontractors. Like many in his industry, he'd pay one guy as a subcontractor to try him out and, if the guy was any good, he'd put him on payroll. What Matt didn't realize was that he couldn't do this if the guy was performing the same job as both a subcontractor and as an employee, and that issuing both a 1099 and a W-2 to the same individual in the same year could flag him for a closer look by the IRS.

The IRS did, in fact, take a closer look, and after performing an investigation deemed that the 1099 payments were really wages. Matt was faced with owing the back employer taxes on over \$35,000, as well as penalties and interest. A costly and painful lesson to learn!

Deborah was in sales and had several manufacturers she used to make her equipment. The equipment she sold was custom made, so she required a deposit from her customer before the equipment went to manufacturing.

Once the equipment was delivered, she would collect the additional amounts due and the deal was finalized. In Deborah's mind, the initial deposit wasn't income because the sale hadn't finalized; but what she didn't know cost her.

According to the IRS, if you take a nonrefundable deposit from a customer it must be recognized as income in the year it is paid. This means Deborah underreported her income for three consecutive years.

The IRS discovered this, taxed the additional income and charged penalties and interest, which she is still paying back.

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Many of us don't think twice about taking our cars in for an inspection or going to the doctor for a check-up, but how many small businesses think about doing the same for the health of their company?

In an effort to help our clients avoid these costly mistakes, we've developed a comprehensive Business Compliance Check-up.

This check-up consists of over 30 different tax and accounting aspects we analyze in your business to help identify and reduce the risks you may be taking. Even if you're currently [and happily] working with a CPA or tax professional, we are happy to provide you with a second opinion and a report to take back and discuss with your CPA. Just as with your health, early detection could save you!

Tina L. Moe, C.P.A., CGMA, formed A.C.T. Services in 2002, and began building her business. Her practice has grown to a clientele more than 1,200 clients and a team of more than a dozen staff members.

Tina attributes her business growth to being proactive with her clients, maintaining affordability and accessibility of the business owner herself.

Tina is a member of the American Institute of Certified Public Accountants (AICPA) and the Indiana CPA Society. Contact her at: [www.actservices-inc.com](http://www.actservices-inc.com) and on



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# How to Keep Productive When Working Remotely

By Jeanne DeWitt

Today, we as business owners and our employees are working remotely more often, whether it's on the road or from home. When many people think of remote working, they imagine a person lounging on the couch in their pajamas with a laptop. Does this vision stir up images of productivity? I doubt it. That's why it's important to instill the proper habits when working remotely. Here are some simple tips.

**1. Keep the same routine as when you go into the office.** Would you go to the office without brushing your teeth or combing your hair? Probably not. Believe it or not, it's not a good idea when you're working remotely either. Sometimes the simple act of preparing for your workday just like you were going into the office can put you in the right frame of mind to work.

**2. Designate an office or workspace.** Trying to work while sitting on your bed or lounging on the couch can be a recipe for a productivity disaster. Instead, try designating a specific space where you work every day. It can be as simple as a desk set apart from the rest of your living spaces, but just make sure it's not cluttered with non-work items and that it's properly lit and comfortable.

If you're working from a public place try using headphones to help drown out the noise so you can focus.

**3. Stay connected to your team.** Thankfully, cloud computing has made it unbelievably easy for remote workers to stay connected to the office wherever they are. When your staff is connected to your business this way, it will strengthen their relationship with other employees and the organization as a whole. Generally speaking, more connected employees are more productive ones.

**4. Have a normal work day.** When you work remotely, the line between work and personal life blurs more than ever.

To avoid burnout, it's important that you discipline yourself to log off after you've put in a full day's work. This will help you completely disconnect at the end of the day, which will ensure that you're properly rested and prepared for the next.

Want more tips on productive habits for remote working? Are you ready to empower your staff with cloud computing to help them along?

If so it's time to contact me because we can help.

Jeanne DeWitt and David Hood, started Computer Programming Unlimited, Inc. in 1986 to solve computer problems for small and mid-sized businesses in Northwest Ohio and Southeast Michigan.

Over the years, they have developed a unique company model making IT Hassle-Free and Budget Friendly, deviating from the typical "Break Fix" model. Instead, they have made their success on preventing computer problems from ever happening, virtually eliminating downtime and lost productivity.

Computer Programming Unlimited has expertise in many areas including Cloud Services, Backup and Disaster Recovery, Email and SPAM protection, Managed Firewalls, VoIP, Application and Database Development and Website Design.

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# 4 Keys

## to Being Taken Seriously With Your Work at Home Job



*By Holly Kile*

You've started working from home. Good for you! Having worked from home for many years now, I can tell you it's one of the most rewarding experiences you can ever have. Unfortunately, there will be some people around you, especially in the beginning, who won't take you seriously. Here are 4 ways to increase your credibility.

First things first, let's get you official. Register your business with the state and get a business checking account.



These are not only good for your credibility but they are just good business practices as you start up.

Next, set up a professional business website. There are lots of ways to do this inexpensively but please don't take the totally free route. Free looks free and does not scream "I'm committed to my business".

If you're not totally confident, shop around and get someone reasonably priced to set something up. If pricing is an issue, you might even consider bartering the set up if you have something of interest to trade.

This next one is kind of a pet peeve of mine. If you're in business, it's time to have a business email. Using gmail, yahoo, or hotmail isn't appropriate.

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You can get a business email address for very little money. This is a small investment that will have big returns when it comes to your credibility.

Finally, and most importantly, demonstrate your professionalism by your behavior. Setting the right example and showing people that this is not a hobby and that you are serious about your business will do more for your credibility as a business owner than anything else.

Doing these things will put you on the right foot as you start out on your work at home adventure.

For more tips on boosting your credibility, be sure to follow my blog at [www.hjkglobal.biz](http://www.hjkglobal.biz).

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Holly Kile uses her extensive background in operations management, systems analysis/implementation and strategic business marketing, to work with business owners and entrepreneurs who struggle with figuring out how to effectively achieve their business vision. As a result of working with Holly, her clients are able to access multiple opportunities for growth and realize previously unrecognized potential.

In 2013, in response to the needs of her community, Holly launched A2I Business Consulting-her elite business coaching program wherein she works with entrepreneurs one on one to co-create comprehensive growth strategies to move them from “accidental” business owners to intentional” industry experts who enjoy profitable and thriving businesses!

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# CRM Isn't Just for Sales Anymore

*By Troy Hanna*

If you are a salesperson, the term CRM is likely not a new one for you. If you're not in sales, however, you might be wondering why everyone keeps saying "You gotta have a CRM."

You see, traditionally speaking, CRM's have been great at tracking the lifecycle of prospects from beginning through sale and beyond. But even if you aren't in sales, there is still a ton of value from CRM software.

Your CRM can keep track of when and where you met a prospect as well as any other conversations along the way. Imagine how much time you save when you are able to instantly access how your last meeting went. Not only does it save time but it can save you the embarrassment of a faulty memory - we never have that happen, do we?

Even if you have the CRM for a primarily sales function, you know that sales information is pertinent to more than just the sales people in the company.

Even in the smallest of organizations, you can't always relay every detail in the right moment through an actual conversation.

When you have a CRM, you can record the information when it's fresh in your mind and then when someone else needs it - say someone following up on a shipment of an order - they can pull up the customer history and know everything they need to know right then when they need to know it.

A CRM is also a critical reporting tool. You can manage key performance indicators at a much deeper level with a CRM. How, you ask? Well, imagine a standard sales report where you see dollars received. That's great to know how your bottom line is impacted.

Imagine how much more powerful it is when you can track conversations and emails in reference to when a sale occurs.

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You can get feedback on your efforts to determine what is working and what isn't.

Imagine how much more successful you will be when you find out what message makes someone more likely to buy. Knowing that allows you to implement this message more widely thereby increasing sales overall.

So, yes, CRM will still have a sales-focus but understanding that it has much wider implications will allow you to use it more effectively AND start seeing the positive impact on your P&L and that's something we all love.

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Troy Hanna is the President of AddressTwo, the simple CRM for small business. AddressTwo believes that keeping your CRM simple and easy to use is a key aspect in growing your business.

Troy is excited to show you how his experience in the comedy business, mixed in with some great sales & marketing leadership, and a lot of fun mistakes can help you grow your business by having a CRM in place.

Troy has even created a blog for small business owners, U.AddressTwo.com, where outside small business thought leaders contribute blog articles targeted to the small business owner and staff.

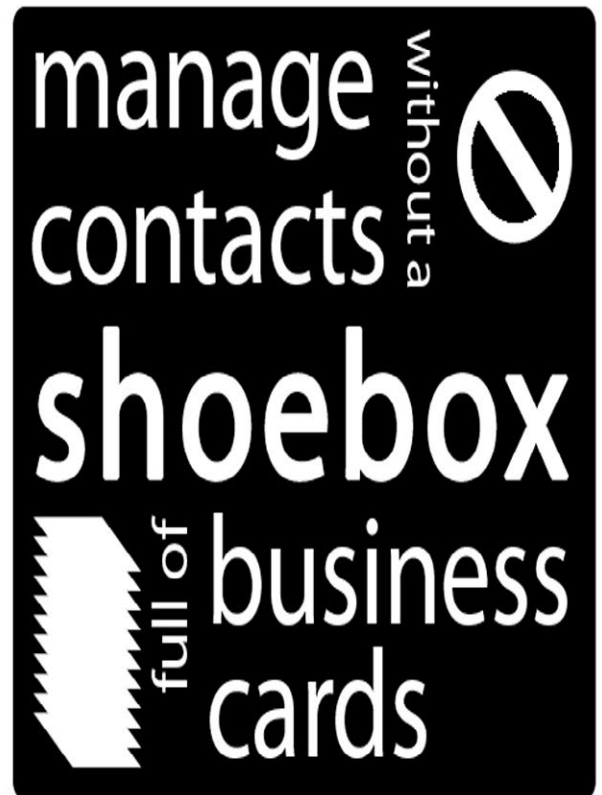
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# Hiring Your First Employee

*By Tina Imperial, Marketing Manager, Rainmakers*

Business is going so well it's time to hire your first employee – a good indication of your company's health. Hurray you! While your first hire is a milestone event worthy of fist pumps all around, it can be a mixed blessing as it takes time and resources to find the right person. As you make the transition from business owner to boss, consider the following as you embark on the hiring process:

## **Set the Tone for a Great Interview**

Interviewing by its very nature is a contrived process. It doesn't feel natural to the interviewer or to the candidate, and can result in an awkward interaction. The key to a productive interview is to create an environment that is conducive to conversation. According to Rainmakers member Gerilyn Davis from HSConsulting + Staff Agency, "It's important to create a welcoming interview environment where the potential employee can be honest and convey their true talents and value. Too many times potential employees aren't comfortable in conveying who they really are, and it's

because of the interview setting. A welcoming environment will help the potential employer discover if the candidate is a good fit."

## **Hire a Business Ambassador**

You want someone who not only fills the desired role, but is as excited and motivated about the business as you are. Director of Client Services at Titus and Rainmakers member Jeff Boucher advises "not to underestimate the value of finding someone who will fit into the culture you're creating."

But what about finding someone who can do the job? On pairing culture with talent, Boucher says, "When we search for talent, we look for three things: Are they qualified? Are they interested? Do they fit the culture? Find potential candidates who will buy into your vision and become relentless ambassadors for the business." He also recommends finding candidates that are comfortable in wearing different hats as you may need help in other areas of your new business.

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Tina Imperial is the Marketing and Project Manager for Rainmakers, a networking and business development company headquartered in Indianapolis, Indiana. Tina creates original material for blogs and social posts, and helps spread the word about Rainmakers events and trainings on numerous social media platforms.

Every small company needs that person who reads the instructions on the box (or Googles it), figures out what it all means and determines how it applies. That's Tina. She's an expert generalist, which is to say she enjoys acquiring new information and using it.

Her passion for new things translates well for social media and marketing. Visit Rainmakers to learn more about networking, their local events and business training.



### Luck Favors the Prepared

Create a hiring process with clearly defined expectations and standards (yes, even at this early stage).

The reward is in the long run, when you'll become adept at paring the best people with the best job. Hello employee number two!



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# Do You Have An Attitude of Gratitude?

*By Rochelle Forrest*

An attitude of gratitude can change everything! Most people know it is good to be grateful, but many don't understand how it can change your life!

When we express gratitude our energy shifts. It puts us in harmony with God, the provider of all of our supply! Good things move towards us! Remember to focus on the best of everything. Look for the good in every situation you encounter.

I have created a habit of starting my day with gratitude and ending my day with gratitude. If a problem arises I step back to look at it and wonder, is there good in it?

I sometimes even think ... now this is going to make a great video!

Be sure to watch my video series for all the lessons I've worked through, you may find some inspiration from my experiences.

When things are not going the way you think they should be going... STOP! Think about what you are grateful for! Sometime for me, it is simply gratitude that I can get out of bed.

When I first got divorced I got a sign that said, "When you change the way you look at things, the things you look at will change." You've probably heard that before, right?

At the time, I wasn't even quite sure what that meant. I have a better understanding now that I am growing up.

I have more insight into the power of my thoughts and beliefs!

What can we do when we get into a funk? You can move out of it quickly if you have a plan for how to keep a positive attitude.

For example, create habits that are uplifting, such as, think of 10 things that you are thankful for.

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Do it right then, when you need to get out of the funk. Next, send love to people who are bugging you! And finally, sit quietly and ask for guidance.

You are the only one in your head. What are you thinking? You are creating your feelings and life and even the funk!

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If you would like more information and systems on how to keep your Light brightly shining please go to [RochelleForrest.com](http://RochelleForrest.com).



After many years in the public sector, Holistic Transformation Coach, Author, and Motivational Speaker, Rochelle Forrest, R.N., founded her company to encourage individuals to step fully into their soul purpose and live their full potential. She brings a wealth of knowledge and experience to her coaching practice and her audiences.

Wouldn't you like to wake up each morning feeling as though it was Christmas? Rochelle Forrest has that much joy and enthusiasm for life. Her mission is to teach you to find it too. Re-Ignite Your Inner Light and the companion workbook are Rochelle's action oriented tools with practical suggestions and no nonsense advice that can light your path. <http://tummiesmindspirits.com>. <http://rochelleforrest.com>



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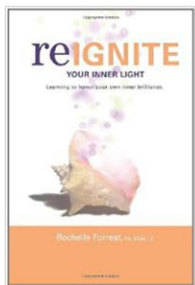


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# Stop Putting Yourself Last: Implementing “Me Time”

*By Deitra Hickey, PhD*

Do you often put the rest of the world before yourself? Does your day run out of time and you realize that even if you conquered your to do list, your me time that you keep promising yourself somehow got left out?

We are all guilty when it comes to making sure that we slate out quality time for ourselves; especially when we rapidly add to our to-do-list faster than we take things away.

We all want to make sure that we are being a great spouse, an accommodating parent, a helpful family member, quality employee, and caring friend...but what happens when we are all of these things to everyone else and then it is time for bed and we forgot to implement some time dedicated ONLY to ourselves?

When all of us get situated on a plane and prepare for take-off, we are undoubtedly going to be told by a flight attendant, “in case of an emergency, put your mask on first before attempting to help those around you”.

This reminder is helpful with our everyday lives, we need reminded that we are not going to be as helpful and maybe not even helpful at all if we do not take care of ourselves before attempting to care for others.

When we are tired, drained and exhausted, or even discontent because we are lacking the things that give us joy, peace, fulfillment, and relaxation--it is extremely difficult to be at our best at home or work.

So what does it look like for you? Implementing exercise, journaling, daily meditation or yoga, reading, swimming, watching your favorite TV show or walking your dogs? Whatever it is, you truly should commit to schedule these things, even if it's scheduled for only 10 minutes a day. The rest of your schedule should revolve around the “me time” that you promised yourself because if you think you are going to complete all of your tasks and go through your day and assume, “*if there is time left then I will focus on myself*”-- it probably won't happen.

Having your “me time” you will allow you and your family to remember that your feelings and health are important too. It will give you a chance to wind down before charging back up.

‘Me time’ is a valuable tool for your health and well-being and everyone else that depends on you will get a better YOU in the end



Dr. Deitra Hickey PhD. has utilized her life experiences to develop a passion to help others find their balance and honor themselves through physical, mental, and emotional wellness.

She developed a strong will and resilience at a young age by taking care of two paralyzed parents after witnessing both of them being shot. She then cared for her mother who suffered from Multiple Sclerosis until she passed away at only 48.

Dr. Hickey made the decision early on to take control of her life. She has dedicated her life to assisting others to find positive perspective and happiness.

Dr. Hickey is the owner of Serenity Health & Wellness Center, Maumee, OH. Learn more about Deitra’s speaking at her personal website.

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# Seamless or Is this Work?

*By Lillian Zarzar, CSP*

**B**ased on the Webster Dictionary, integration is identified as “to bring parts together into a whole; to remove barriers.”

The beginning of every new endeavor necessitates a learning process. In the early stages, every task is fragmented. When you practice and persist, the process becomes seamless. The more practice you apply, the easier it becomes; the more integrated it is, the more seamless and the more artful.

When you first learn how to talk, walk, drive a car, ride a bike, play a sport, obtain a new skill - no matter what the task - you are first fragmented. Everything is a step by step process. Everything requires consistent application.

Once your motor and mental skills connect, you integrate. As you refine your skills, they become more tuned. Eventually, your tasks are completed with less focus on the specifics of the process and more on the results.

For example, athletes who play a sport for years become so integrated, their concentration is on timing, completion, refinement. Speakers, who continuously give presentations, become more fluid with less hesitation. Chefs with the highest culinary skills create artistic plates of tantalizing morsels.

No matter what your line of work, when your work is done often and well you can inspire others to do their best. It brings joy to you and to them. When you see someone work hard and make it look easy, it is an inspiration to watch. Better yet, when you love what you do it isn't work! Barriers drop to a seamless process.

Recently I saw an example of this art form...in a New York hotel ladies' bathroom. Between sessions I went in to find Tilda singing and cleaning! I thanked her for her hard work; everything was spotless and shining, she was meticulous and thorough. It was obvious she took pride in how she completed her tasks.

She said “eight years I do this work.” While her English was fragmented, her work was seamless. Her work was inspiring.

Are you integrated? Is your work seamless? Do you take pride in what you do no matter how insignificant it may appear?

Do you exhibit gratitude for the “little things” that have important implications? Do you recognize what you do as an art form? Are you inspired by what you do?

Tilda beamed and was grateful someone noticed her effort. I know it made her day. She may not have realized, it made mine.

Lillian Zarzar is a Certified Speaking Professional (CSP) the highest earned designation conferred by the National Speakers Association (NSA) and the International Federation of Professional Speakers (fewer than 300 women in the world hold this designation).

Zarzar’s insights and understanding of human behavior contribute to the success individuals and teams have achieved through participation in her highly interactive and thought-provoking approach to training.

Lillian Zarzar has been quoted in Self Magazine, highlighted in Columbus Business First and appeared on Fox 8 Good Day Columbus. She is the author of *Apple-osophy: Slices of Apple-Inspired-Wisdom.*, and co-author of 5 books, the latest being *Conversations on Success*.



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# 5 Reasons you need a whiteboard

By Jack Klemeyer

For more than 25 years I have had a whiteboard in my office. It started when I hired consultant, Tim Hosey, to help me reorganize my office operations. I had a problem with a team member and Tim helped me see my business in a new way by drawing it out on a whiteboard. That whiteboard experience provided a lesson I won't forget, for five good reasons:

**You can see a bigger picture;**

**You can see connections you might not otherwise see;**

**You can always add and subtract elements for a better fit;**

**Others can see your vision;**

Lastly, and probably most importantly, **you are able to remove emotion from the equation.**

The problem staff person had been with me for two years. Since there were only three of us in the office, we were friends and therefore, we were emotionally connected.

Based on customer complaints and inaccuracies in her work, I knew what I had to do, but was afraid to pull the trigger.

Tim drew out three nameless desks on the whiteboard. I then assigned duties to each desk for optimum office operations. Over subsequent meetings, we modified the duties without my saying "but she won't" or "but she can't."

Tim kept asking, "What does that desk need to do?"

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When the drawing finally represented my new Office Operations, I met with each team member and showed them the duties each desk needed to perform.

It was not an emotional discussion, just the facts about what duties the desk had to perform.

One of the staff members was excited and the other left.

When I interviewed for the replacement team member, I used the vision of my office on the whiteboard to show what duties needed to be performed in order for the new hire to be successful. I turned those duties from the little squares into a job description for each position. Our production went to the top of the charts.

Tim's whiteboard exercise was powerful then, and is today. There are five reasons it still works every time.

**JACK KLEMEYER**, founder of **GYB COACHING**, which stands for Grow Your Business, specializes in bringing high-impact, result-focused group and individual coaching to business owners. Known for his warmth, originality, humor and insight, Jack uses those attributes and every resource available to teach others skills to build relationships and create marketing strategies for products and services to increase sales and profitability, while enjoying the process.

In 2014, Jack released two books, available at Amazon.com: Building to Success; A Guide to Building Authentic Success, with Tommy B. Richardson, 2014 Best Practices for Networking Success, No. 1 in the Jack it Up Leverage Your Way to Greater Profits series.

Connect with him at [HTTP://GYBCOACHING.COM](http://GYBCOACHING.COM)



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# What if YOU CAN'T FAIL

*By Jamie Sue Johnson*

**W**hat would you attempt to do if you knew you could not fail?

What would you do? What would you take on? If you knew you could not fail? In working with a coach, you have the opportunity to create outside the box, to look to your dreams, to open to what is possible for yourself, your work and your life and to make those dreams and goals, reality.

Coaching challenges you to step up and step out. We look at your seven layers of Why. We ask you to dig deep and introspectively ask why you are doing what you are doing, 2nd asking why that, 3rd then why this, 4th then why again and then at 5th and 6th time constantly looking deeper for what you are really committed to and a final why to ensure your clarity to your commitment.

One of my clients speaks to his WHY? This business is an opportunity to create a space where the employees get to use their gifts and talents for something bigger than just themselves.

And they get to stretch themselves by expanding their leadership, delegation, team building, and management skills. What are your seven why's?

What would you take on? What would you do? What do you need to take on for yourself to be the greatest person leader, husband, wife, employee, manager, parent, son, brother, mother, sister, co-worker or team mate to accomplish this? Where do you need to grow so you can take your business to the next level?

When you own your business sometimes it is lonely at the top. A coach is a confidant as well as an accountability partner and champion for you, to be your greatest self. We use the following format for bringing your dreams and goals to reality.

## **VSRRRA**

**Vision**, define what is the outcome you want, what will the fulfillment be of your goal. What does it look like, taste like and feel like?. Next is, **Skills**, what skills do you have or need to develop to fulfill on that dream or goal, **Resources** what are the resources you need to assist you on the way to fulfilling on your vision dream or goal. Next how will you **Reward** yourself. And finally what is the **Action Plan** needed to support the 'how to' steps in goal achievement.

In a complimentary appointment your coach can take you through these steps so that you can set up yourself for success.

Get clear on your vision, assess your skills, look at the resources needed, how will you celebrate the journey through rewards and what are the specific actions needed to realize your vision.

Check out my video, Easily Moving to Goals From Dreams and On Into Action. Then get to the seven layers of Why. Go ahead Dream it, Design it and Do it and WIN.

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Jamie Sue is a certified professional coach and certified professional coach trainer. So you know you are getting not only a coach but someone who has nationally trained people for an ICF accredited school.

She is also a single mom, who has raised a daughter and who experienced the loss of her second daughter to SIDS in 1998. So life has been her greatest teacher.

Jamie Sue's philosophy of the 5 L's, Live, Love, Laugh, Listen and Learn are her foundation for causing shift in the world. She delivers engaging and entertaining keynotes, seminars and business coaching sessions that provide energy, creativity, inspiration and most importantly accountability so you get the results you want.



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# Strategic Sampling to Drive Sales!

*By The Merit Group*

The initial consensus for the purpose of product sampling as a sales strategy is that consumers always like/want something that is “free”. Although it is an accurate statement that consumers develop an emotional buy in when something is free, as a sales person or business person the art of product sampling must be strategic to prevent the proverbial “giving away the farm”. Sampling is likely the most effective means of dispersing a product or even a service to a target audience. Sampling is not effective when performed haphazardly or without purpose so let’s consider some specific approaches to consider when deciding not whether to sample, but rather HOW you will sample the product or service of your company.

Consider going back to the basics when deciding to initiate a Sampling campaign:

Remind yourself “why” your product or service is important and utilize those points to drive your sampling. Dig deeper into the mission statement and the core values of your company to accentuate the need of your customers.

Once you have determined the “why” your customers need to sample you need to decide “what” you will sample of your product or service.

Consider utilizing one or more of your five senses to make the appeal to your customer of what and eventually how your sampling will take place. Does your business draw upon your customers:

**Sight** – interior design, art, landscaping, printed documents

**Touch** – toys, cosmetics, books

**Taste** – soda, coffee, food

**Smell** – fragrances, cleaning products, food

**Hearing** – music, audio books, noise deafening

“How” you will sample must focus on your target audience and be realistic about who is making the purchase. For example: Gatorade will provide athlete recovery drinks at a large athletic event but not at a rock concert. Have a plan for your sampling. Sampling can be expensive so your plan should include a budget.

How much of your product will you will sample?

What expenses are involved in the sampling beyond the cost of the product alone? Employees, packaging, shipping etc.

What value will the audience perceive from the sample?

A plan must also include tracking the results of the sampling. Assessing the results of a sampling effort, including evaluating generated sales, is essential to future sampling opportunities. When lead generation is the focus for sampling then feedback on “quality” leads generated and sales finalized should be the factors considered for relevant sampling indicators.

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Recognize the ultimate purpose is to generate future sales. The sampling could be an opportunity for you to showcase your product to your customers.

The sampling could merely be a demonstration and the status of your product must be projected as superior to your competition. Whenever possible have product immediately available for purchase with ample inventory.

Sampling goes far beyond the typical grocery store food product tasting, the departments store fragrance sampling, or the brevity of a book prologue.

It is likely the most useful tool to be used in business marketing today.

Creativity, affordability, and assessment of the sampling are the essential factors in turning samples into sales.

When your sampling strategy includes a strategic plan, increased sales and/or opportunities will be the result. If you would like support in developing your Sampling strategies, we are eager to team together with you to get the results you desire. Visit our website at [www.themeritgroupindy.com](http://www.themeritgroupindy.com) or call 317-805-4896 today!

Co-founder, Shamara Cox has worked with businesses partnering in strategy, technique and implementation for over 15 years. Her creativity redefines their potential and adds immeasurable value. Shamara is the proprietor of Shamara Cox LLC, her personal motivational speaking brand, CEO of BLING Sorority and Founder of Pressed Oil Life Ministries, Inc.

Co-founder, Terry Dove Pittman was Authentication Deputy for former Indiana Secretary of State Todd (2002-2011), where she acted as International Liaison and Special Deputy between the State of Indiana and many foreign embassies and foreign nationals. She is a graduate of the Indiana Leadership Forum (2004), Hoosier Congressional Policy Leadership Series graduate (2009).



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# Expectations: Do You Have Them? Do Your Employees Get Them?

By Cindy Allen Stuckey

If you picked up your phone right now and asked one of your employees “Do you know what is expected of you?” what answer would you get?

As a leader, you’re busy and assume that everyone is doing his/her job. One of your most common frustrations probably is expectations NOT BEING MET. To perform well, your employees need to know what is expected of them.

Here are 4 questions to guide your conversations about expectations:

## #1: WHAT DO YOU (THE LEADER) EXPECT?

Before you have a conversation, you must be clear on this. A good leader reflects on themselves first, and then on others when assessing expectations. Ensure there is a clear definition of what success looks like for an employee in that position. Then, and only then, can you communicate clearly to your employee what is expected.

**#2: WHAT DOES YOUR EMPLOYEE THINK YOU EXPECT?** Ask him to tell you what success looks like. You want to make sure that he heard you and really understands what you said. Listen carefully to ensure the two of you are talking about the same expectations.

## #3: HOW DOES YOUR EMPLOYEE THINK HE’S DOING?

Ask this before giving your feedback. The answer will give you great information about your employee’s perspective and understanding of the job. This is also the time for an employee to talk about his work and to tell about his successes and struggles.

## #4: HOW IS YOUR EMPLOYEE REALLY DOING?

Leader, this is where you get to talk and provide feedback on the job your employee is doing. Make sure you prepare prior to the conversation by asking yourself: What progress can the employee celebrate? And how is the best way to give feedback to this employee?

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When you make the subject of expectations a regular part of your conversations with your employees, both parties will be less frustrated. This will ultimately lead to higher performance.

For more leadership tips, I invite you to visit my website.



After many years in the business world, Cindy Allen-Stuckey founded Making Performance Matter with the purpose of empowering organizations to reach their fullest potential. She does this by collaborating with owners, leaders, and teams of small to medium-sized organizations to achieve high-performance.

Cindy gained her expertise in three global manufacturing organizations, where she developed and implemented solid people-strategies that grew their businesses to the next level. She provides strategy planning and execution; workshop facilitation; and one-on-one and small business group coaching.

Cindy holds masters' degrees in both management and education and is certified in Human Performance Improvement from ATD (Association for Talent Development). Making Performance Matter is a certified Women's Business Enterprise. <http://makingperformancematter.com>. For more tips on how you can be a better leader, go to her website: <http://makingperformancematter.com>

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**Making Performance Matter** works with organizations to close the gap between their business strategy and execution by focusing on their only real competitive advantage -- **their people.**

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