


# SOAR to SUCCESS

March 2017

MAGAZINE

A portrait of Leanne Cannon, a woman with dark curly hair, wearing a blue blazer and a colorful patterned scarf. She is smiling and looking towards the camera. The background is a mix of green and pink with a stylized leaf graphic.

## LEANNE CANNON

**LIVING BEYOND HER  
BREAKING POINT!**

### PLUS:

- + 'NO' Is Not A 4 Letter Word!
- + Walk Your Talk: Take Action NOW!
- + Learn How to Increase Your Resilience Capacity
- + Create a Powerful Content Marketing Call to Action
- + How To Find Employees With a 'Business Strategist' Skill-Set

**WILL YOUR  
COMPANY  
SURVIVE THE  
ELDER CARE  
CLIFF?**

**ARE YOU ONE OF  
THE 87%?**

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PAT ALTVATER



Soar to Success  
AFP Marketing  
BizTV Shows

## Accountability Breeds Response-Ability

Many people cringe at the mere mention of the word **accountability**. They conjure up images of being judged, coming up short, and then having to bear the consequences of failing to perform as expected. However, that's not the purpose of accountability when thought of in the context of conscious entrepreneurship.

Instead, accountability can be a cornerstone for improving overall personal and business performance by developing and promoting change within a culture that embraces continuous growth. For conscious entrepreneurs, accountability is a value that is more about awareness of what needs to change or what is working or not working, than it is about judgment.

Stephen Covey had it right when he said "**Accountability breeds response-ability.**" When you hold yourself accountable to take certain actions, for example to make 5 appointments a week, you can review your activity, at the end of the week, as part of your accountability process and with this knowledge, you can **respond**. If you didn't make the 5 appointments, you can analyze your activity to see how to improve, you might decide that a goal of 5 a week is too many or perhaps there's something you could tweak in your approach, etc. If you don't hold yourself accountable or have a coach that holds you accountable, you miss the insights that you gather through your accountability analysis and also miss opportunities to grow and change.

Incorporate accountability into your life by choosing two or three small new behaviors that will enhance your life or business and at the end of the week, face the truth. Did you take the new actions? If not, why? If yes, celebrate! What can you learn from the process?

Wishing you the BEST life has to offer. I hope that the articles in this month's issue will inspire and motivate you. Don't forget to take advantage of the links to connect further with our contributors.

*Pat Altvater*

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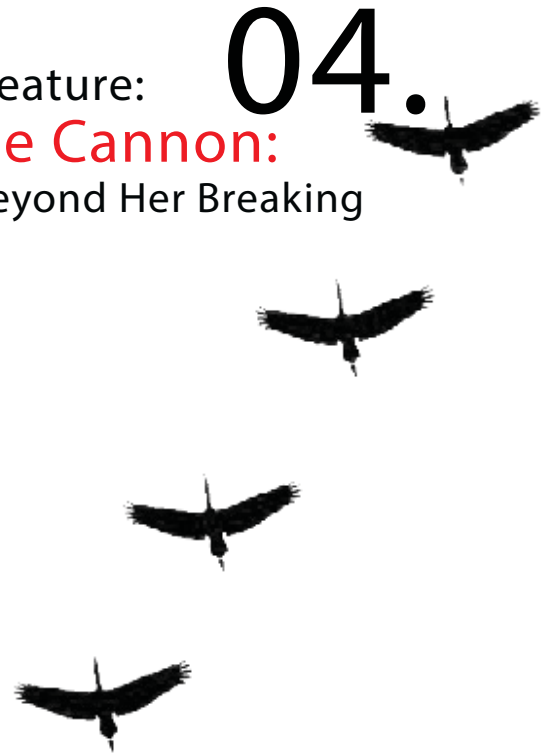
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Living Beyond Her Breaking Point!

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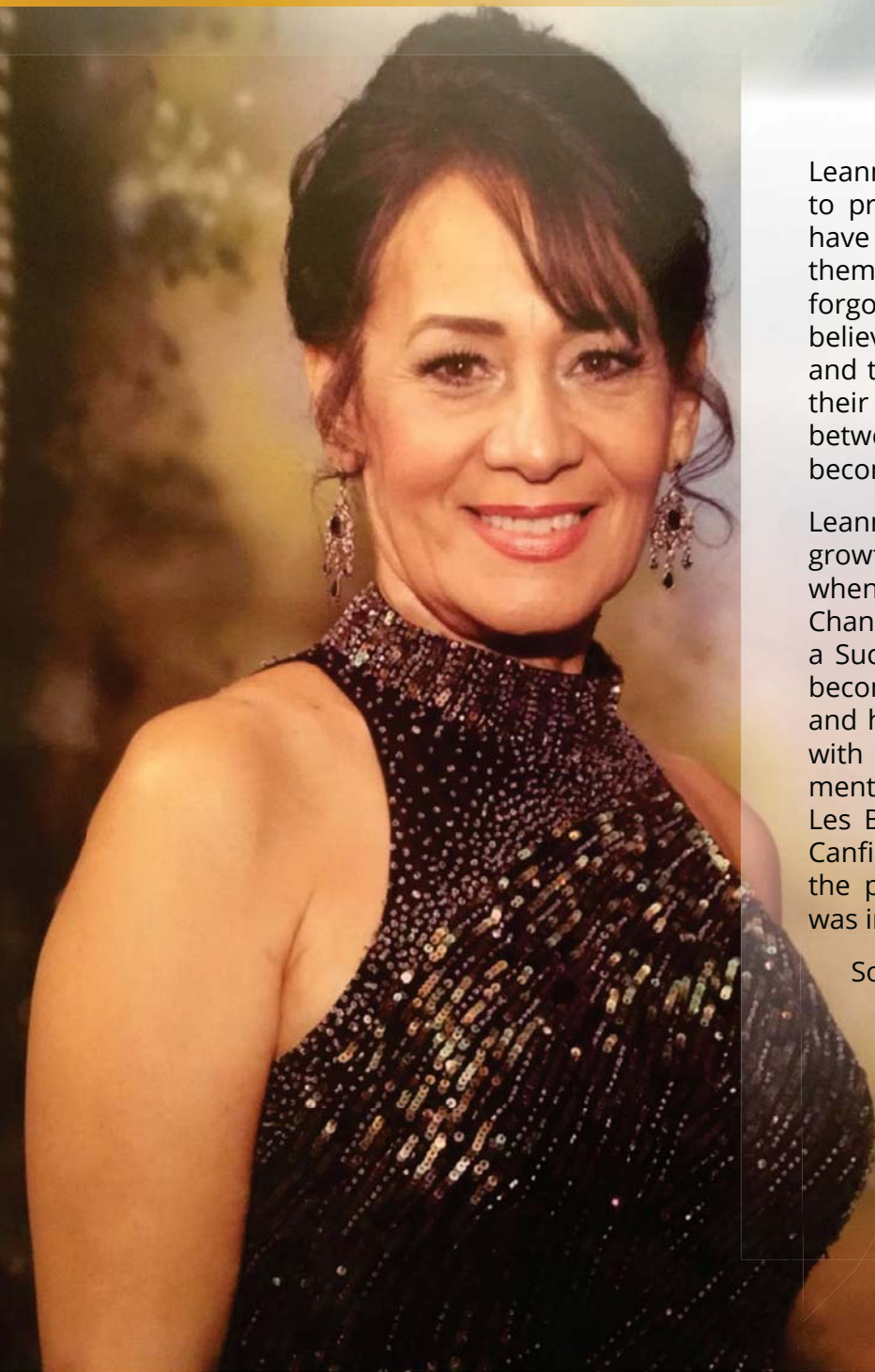
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# LEANNE CANNON

## LIVING BEYOND HER BREAKING POINT



Leanne Cannon loves opening people's eyes to principles and concepts that they may not have ever been exposed to before or reminding them of things that they already know but have forgotten. Her biggest reward is helping people believe in themselves and implement strategies and then watching them make real progress in their business and in their life. "Bridging the Gap between what you KNOW and what you DO!" has become her byline.

Leanne has been involved and teaching personal growth strategies for some time. It all started when she became affiliated with a Television Channel through Prime Star called TPN. It was a Success Channel. She worked her way up to become a Broadcast Executive with the station, and had the privilege of working in association with some of the world's greatest business mentors at the time, Brian Tracy, Jim Rohn, Les Brown, Og Mandino, Michael Gerber, Jack Canfield and many others. She strongly felt that the principles being taught by these mentors was information everyone needed to hear.

So, she started speaking to groups, clubs, organizations and companies about personal development, even though it was not her business at the time, and she didn't get paid. At some point, the CEO





of Executive Consulting Services, Doug Pell, heard her speak and ultimately hired her to work with his company. Their clients were large corporations like Lockheed Martin, Meryl Lynch and the like. This is where she got her training as a business coach. In 2002 Leanne branched out on her own and developed Dream Achievers Unlimited.

**And then devastation struck.** Here is Leanne's story in her own words:

I met the teenager who would become my husband when I was 11 years old! We started dating when I was 14, and I married him when I was 17! We were a very happy couple for 46 years; I had never been alone in my life at all. I certainly didn't expect to find myself alone now! We were not the kind of couple that stayed together after so many years because, with all that history and kids and grandkids and age what else are you going to do - NO! We were extremely happy together, we loved talking about everything with each other and we laughed A LOT!

One Friday evening just before retiring for the night, we were talking about all the exciting things that were coming up; our anniversary trip the following week, the surprise 10th anniversary party we were throwing for one of our sons, and the family vacation on the beach coming up in three weeks - kids, grandkids and all. We decided who we were going to visit the next morning and then went to bed. But in the middle of the night, my husband suffered a heart attack and was pronounced dead in the hospital 3 days later! Since I had never been alone and because we were so happy together, I figured I would simply cry for the rest of my life! There was utter shock and disbelief, unspeakable pain, so much anguish, broken heartedness and incredible sorrow that I couldn't see past any of it at first!! What would I do NOW! How can I possibly keep living?

FAITH - FAMILY - FRIENDS - MUSIC & DANCE - READING AND TIME all became healers for me eventually. My husband, Lee Cannon, we called



him Sonny, was a big man with a big personality and a big laugh that filled the room, and filled my heart. He filled the hearts of many people as over 300 attended his funeral, and nearly that many again on the phone lines of the friends who could not attend in person (we had maxed out the hall).

He was a Christian minister of Jehovah God, a wonderful father to our three children, a really FUN Papa to our grandchildren and, of course the love of my life ... my *whole* life!

My friends and family supported me in so many ways. I felt well taken care of, as they took me to the beach to get away from everything for a while, my sisters in N. Carolina took me in for a while, I stayed with one of my sons for a while; all of that was helpful. But eventually, I had to go HOME to my empty space and face living the rest of my life without my adoring husband. (In one of the cards he gave me on our 45th anniversary he said, "Sweetheart, after 45 years, I still ADORE you! Love hubby" and he penned it just that way) So ... what was I going to do? Everything stopped when he died including my business. Would I pick it back up again, or let it die too along with him?

When I was at the beach, I re-read an old classic book I hadn't thought about in many years, "**Who Moved My Cheese**" an excellent read about dealing with change. Reading this and other books helped my



“  
HE WAS  
THE  
LOVE  
OF MY  
LIFE...MY  
WHOLE  
LIFE.  
”

perspective and boosted me emotionally. I feel fortunate that I have been exposed to personal development information for so many years that now helps me emotionally, along with my faith in God's promise for a resurrection. (Isa. 26:19)

Evenings were hard in the beginning, so I went to the dance studio 2 nights a week. I thought that being with a group of other women who were laughing and dancing to lively music would help me emotionally. I took every class they had! If they were teaching it - I was taking it! Tap - Jazz - Ballet - Hip Hop! HA! Imagine that at my age! Anyway, it helped me. Eventually I asked the dance instructor if she would choreograph a dance I could do in memory of my husband. I wanted a simple dance to a specific song in which the movements would mirror the lyrics of "**Like I'm Gonna Lose You**" by John Legend and Meghan Trainor, because this song was so descriptive of what actually happened to us. She did, and now I will incorporate this dance in my speaking presentations whenever it is requested. It is very well-received!

My brother-in-law created a 4 foot acrylic wall hanging full of beautiful butterflies to depict my emergence from being in a cocoon for a while and then transforming into a new person with a new life.

The process of metamorphosis has been very painful, but a year and a half later, I feel myself getting stronger every day. I decided to pick up my business and this year is on track to be my best year ever! Leanne believes that this experience puts her in a stronger



position to help others, because she can relate to their situations on a much deeper level now. She has started a group called **Divas With A Dream Networking Group** for entrepreneurial women, small business owners and sales professionals! She recently added a wine and cheese evening group to the monthly lunch schedule, and plans to open new Divas groups in different locations around the area.

Leanne is also expanding her speaking engagements to include companies, clubs, organizations and associations all over the country and abroad. A new book is in the wings as well, designed to help others going through similar circumstances or any transitional period. Moving Beyond Hope, a non-profit organization that

helps people who are struggling financially to “move beyond hoping one day things might get better” to becoming financially independent, recently honored Leanne as a “mover and shaker” in the Akron community at the “Push to Prosperity” formal fundraising gala. She was also awarded the Keynote Speaker Award in appreciation for her Keynote presentation, which incorporated her dance mentioned above.

It certainly was our pleasure to interview Leanne Cannon. Visit our website to listen to our entire podcast with Leanne. You can reach her by email at [DreamAchieversUnlimited@yahoo.com](mailto:DreamAchieversUnlimited@yahoo.com) or [Leanne@DreamAchieversUnlimited.com](mailto:Leanne@DreamAchieversUnlimited.com) or by phone at 330-400-9814. Visit her websites at [www.DreamAchieversUnlimited.com](http://www.DreamAchieversUnlimited.com) or [www.LeanneCannon.com](http://www.LeanneCannon.com) and join her email list by texting Leanne123 to 42828.



## TOP 3 TRAITS TO SOAR TO SUCCESS

Soar to Success asked Leanne to outline three traits that she found in successful people. Here's what she shared:

**VISION** – Leanne believes you have to know what you want before you can get it, and you **MUST** write it down!

**PASSION** – The next trait Leanne discussed was passion. You must be passionate about what you are doing or you will quit! She

shared that passion keeps the fires burning even when things go wrong ... as they almost always do!

**DETERMINATION/PERSISTENCE** – Leanne says that these two words go hand in hand. Without these, it doesn't matter how good the idea or business model is, it won't be successful. With them, you can beat the odds against you and succeed!



# SOAR TO NEW HEIGHTS WITH THE POWER OF THE CLOUD!

BY JEANNE DEWITT



The cloud is somewhat of a confusing term to a lot of people, despite the fact that it's a major buzzword for businesses these days. If you're currently using on-premises equipment – from servers to computers to software – you're likely skeptical of the idea of someone else hosting the equipment you depend on for your day-to-day work. But hear me out: the cloud is a fantastic tool for anyone looking to cut costs while increasing scalability, flexibility, and more.

Let's start by defining what the cloud actually is. The cloud describes internet based computing where shared resources are accessed.

Essentially, there are servers throughout facilities around the world that house all of the infrastructure we rely on – and we simply access those servers for whatever we need.

This gives us the ability to access applications, desktops, email, phones, and much more – all from any location, anytime. The best part of the cloud is the fact that most businesses wouldn't be able to have the same level of security as a cloud provider does within their facility, so you're able to rest assured knowing you're secure without having to invest in those measures.

Here are 4 reasons for every

business to make the change from on-premises to cloud computing:

- 1. Boost productivity in AND out of the office:** The cloud lets you and your team get work done anytime, from any location because you're able to stay connected no matter what. You can share documents, edit files, and communicate in "real time" easier than ever before.
- 2. Decrease costs while improving cash flow:** You no longer have to worry about procuring, maintaining, and supporting all of that onsite equipment. Instead, you simply pay a flat-rate



monthly fee for what you use and that's it. This creates serious savings for your company in the long-term.

**3. Make changes in a more agile, speedy way:** If you need to add new users, update settings, or make any changes at all, you can make them in the most agile, speedy way with a

few clicks of a button. This is particularly helpful for small businesses that don't have the budget to pay for a dedicated IT department.

**4. Focus on your core competencies, not your technology:** The cloud lets you focus on your core competencies instead of worrying about installing

and maintaining technology or troubleshooting issues as they arise. It's all handled for you – so you can get back to what's most important: your business.

If you would like to find out more about how the Cloud can help your business, please check out our website or contact me.

Author, entrepreneur, IT expert and speaker, Jeanne DeWitt has over 30 years of IT experience helping businesses navigate their way through the ever changing world of technology. Starting CPU, Inc. back in 1986, along with her partner David Hood, she has now become an international, go-to-source for expert advice in the IT Industry including Cloud Services, Infrastructure Security and Support, Cybersecurity, VoIP Phone Technologies, Enterprise Resource Planning and Business Continuity Planning.



Watch Jeanne's video series

Connect with Jeanne at her websites, Hire An IT Expert and CPU Cloud Solutions as well as on



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# LEARN HOW TO INCREASE YOUR RESILIENCE CAPACITY

By DocPenny Kowal

The traditional Webster's definition of resilience is "the ability to bounce back or to rebound, to return to original form after being bent". However, resiliency is more than bouncing back from the unexpected changes of life that can make life seem so difficult or hard.

Many people today feel worn out, cranky and even cynical much of the time. You could say that they are living "pedal to the metal". Being resilient is a different way to live your life; living in a way so that setbacks and obstacles become little bumps in the road and are actually signals that you are headed in the right direction. They are not a reason to give up. You learn how to work and live with greater clarity, focus, ease and grace.

When you increase your capacity to be resilient, you learn how to "push your personal pause button", create some breathing room for yourself and show up to life with

“

**You are changing your “internal set-point” so that when bigger discomforts occur, you respond, instead of react.**



greater poise and confidence. My recommendation is to start small by practicing with everyday irritations like a traffic jam, clutter, a slow computer, or a delayed airplane flight. You are changing your "internal set-point" so that when bigger discomforts occur, you respond, instead of react.

Starting small helps change your internal "set-point" gradually. Learning to shift the focus of your attention and use your inner resources to

successfully cope with your busy day, deadlines, occasional messy family situations, complicated relationships or if you just want to have a better balance between work, family and personal time. You are increasing your capacity to be resilient in the face of greater difficulties.

There is more information at [www.docpennykoyal.com](http://www.docpennykoyal.com). If this interests you and you want more information, please contact me for a Strategy Session.

Penny Koyal coaches busy professionals to re-Invent their life, learn new ways to recharge their inner battery, become more resilient and able to easily handle life's unpredictability, uncertainty and constant change.

When we are stressed out, frustrated, unable to sleep, cranky, or cynical, life becomes overwhelming and unmanageable. With Penny's practical coaching, clients learn to use simple tools, on the go, to build resiliency in all areas of life, physically, mentally, spiritually and emotionally. With Penny's support, clients build a life they will love to live by learning how to intelligently manage their energy in order to experience better sleep, improved teamwork, better morale and less stress.

Connect with DocPenny on her website and also on



Watch DocPenny's video series



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# WILL YOUR COMPANY SURVIVE THE ELDER CARE CLIFF?

— BY STELLA NSONG, RN, CMC, CDP —

**Employees who serve as caregivers at home need more than an EAP.**

There is something missing in our employee assistance programs. Focusing on employee needs through benefits is a constant concern as well as an ever rising cost among employers. The employer's cost rises but productivity does not rise at the same pace and in many instances it decreases. This is happening because AMERICA is facing an elder care cliff: The time between now and when an individual is faced with a caregiving (usually accidental) crisis that alters the life of everyone involved.

Everyone in this country is facing that cliff and some of us are closer to the cliff than others. Employers are facing the cliff with greater intensity and bigger risk because many business owners are caregivers themselves and many employ caregivers. When

an employer misses work, his or her business suffers. When an employee misses work, the business suffers even more.

**EAP programs miss the boat.....HOW TO FIND & FIX IT.**

The benefit systems and EAP programs used in many companies lacks an effective and culturally competent elder care work place program. Many EAP programs hand a list of community resources to the employee and by the time the employee gets of duty, all social service offices are closed so that resource list is useless and that employee continues to be buried in his/her stress and no resolution to their pressing caregiving needs.

**What is missing is an eldercare work place program that engages the employee in long term care planning,**

**fall prevention, provider connections, crisis prevention and work life balance.** To begin working on this issue, human resource departments need to step up a system for identifying employees who are family caregivers and to set up programs and policies that address attendance and support for these employees. Creating a "work coverage and team coverage" plan is an effective way to manage absences brought on by unexpected caregivers situations.

Over the last eight years, I've used my expertise along with the CAREgiving Institute (a 501 c. 3 agency located in Rocky River) in collaboration with the Ohio Elder Care Planning Council, to design and execute effective elder care work place programs (the Caregiver Relief Network). These programs support employers who want to boost the bottom line, reduce absenteeism,



improve employee retention, lower their health insurance premiums and build heart power among their employees.

An elder care work place program can enhance the benefits of an existing employee assistance program. The Caregiver Relief

Network offers work site long term care planning services, caregiver coaching, connection and transition to home health care services, adult day health programs, veteran administration benefits applications and well as employee work life balance and wellness workshops.

Employers can pick and choose the components of the program that are most suited for their current employee population. To discuss your company's elder care work place needs please send an inquiry to [Stella@CaregiverCliffNotes.com](mailto:Stella@CaregiverCliffNotes.com) or call 216-465-9377.

Stella Nsong is the state director of the Ohio Elder Care Planning Council and the creator and care designer of the unique program called Assisted Living At Home, an exclusive service of Nightingale Home Support. With over two decades of experience as a registered nurse, she practices as a certified professional geriatric care manager, elder care consultant and a certified Delay The Disease instructor.

Stella is a bestselling author, speaker, trainer and health care columnist. In 1990, she won the Gold Medal for practical nursing in Georgia.

Connect with Stella at her website and also on



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# WANT TO WRITE OFF YOUR COMMERCIAL BUILDING OR RENTAL PROPERTY FASTER?

## WHAT YOU NEED TO KNOW ABOUT THE COST SEGREGATION ANALYSIS! – PART 2

By Tina Moe, CPA

Last month, I discussed cost segregation analysis; what it is and why it would be advantageous for a commercial building and sometimes a residential rental property. If you missed part 1 of this 2 part series, be sure to go back and check it out.

Cost segregation studies are used to determine the allocation or reallocation of the total cost of the property into different property classes and recovery periods. This is important in order to properly compute depreciation deductions.

This study takes different components of your building and identifies them so they may be deducted under a different asset class with shorter recovery periods. This equates to a larger depreciation deduction and opens the door for other, more aggressive depreciation methods.

It is important to note here that it's not as simple as you making an assumption and arbitrarily assigning a value to certain components of your property. This would likely not pass an IRS examination so

the methodology used is critical for an accurate cost segregation study.

A cost segregation analysis is generally performed for either newly constructed property or acquired property but, each of these situations require a very different approach.

Newly constructed property, which includes remodels and additions to existing properties, usually involves construction that was completed relatively recently. The cost seg is typically performed either at the completion of the construction project or shortly after.

Direct cost information from contractors, vendors or other suppliers and indirect cost information from Architects, Engineers and other professional firms should be readily available. Also, construction documents that were used for the project such as construction drawings, specifications and contract documents are generally readily available as well and are used in the detailed engineering approach.





According to the IRS's audit technique guide, this method is the most methodical and reliable approach but it's not the only approach.

The IRS includes a list of the most common approaches utilized for cost segregation studies in their audit technique guide. This guide is used by IRS auditors in the case of an examination.

So what about the purchase of an existing older building? In this case, cost and construction information may or may not be readily available. When construction cost information is not available, it has to be reconstructed using the construction

cost data, methods, and techniques normally used for property appraisals.

The reconstructed cost is then adjusted for the current physical condition of the property at the time of acquisition and finally adjusted to match the actual amount paid by the taxpayer for the property.

I hope you found this information helpful. If you have questions about this or other tax and accounting topics, send me an email or visit my website at [actservices-inc.com](http://actservices-inc.com).

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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# ARE YOU ONE OF THE 87%?

By Joan Washburn

Did you know that approximately 87% of the people in the world feel inferior in some way?

The major reasons given for these feelings of inferiority is that we spend way too much time comparing how we're doing with our judgement of how someone else is doing. In other words, comparing our insides to someone else's outsides and not measuring up. We're comparing our behind-the-scenes reel with everyone else's highlight reel."



Comparing ourselves to others and not measuring up is often the reason that we do not take the steps necessary to make that brilliant idea we've had for a very long time a reality. We quit when we compare ourselves to a successful co-worker, a leader in our field, a sports hero or physically fit model on the cover of a fashion magazine. "I'll never be as good as so and so, so why bother trying."

Often subconscious, these feelings of inferiority cause us to freeze up and do nothing or overcompensate by working ourselves into the ground. While comparing ourselves to others may be a natural knee-jerk reaction, it is not the least bit productive.

My clients know **Comparison** as one of the 20 recognized symptoms of

"Monkey Mind" – that aspect of our mind that chatters at us as it swings from doubt to worry back to doubt again. Its main purpose is to retain the status quo as it hates change, even when a change would improve our overall sense of satisfaction and fulfillment. Like all the Monkey Mind symptoms, "Comparison" limits us; it keeps us from reaching our professional goals. Mark Twain



stated that “comparison is the death of joy.”

What we sometimes forget is that we do not have to measure up to any other person in this world. We are neither inferior to nor superior to anyone else. God created each of us to be unique and original.

**Here's my quick tip:** Notice when you feeling inferior. Look to see if you are comparing yourself to someone else and not measuring up. Then shift your thoughts to something much more productive—What do I need to do to be the best possible version of myself? Then do it! Do this not just for your

own self, but for the benefit and contribution only you can make to others. Work hard to take care of yourself physically, emotionally, and spiritually. Commit to growing a little bit each day. Learn to celebrate the advancements you are making personally and professionally without comparing them to others.

Joan Washburn coaches busy professionals to reclaim a sense of order and balance in their life—to essentially bring “calm to chaos” if you will.

When we are overwhelmingly busy, more often than not, our priorities fall victim to circumstance. Her ultimate goal as a coach is for her clients to break free of what is not working for them, discover what they really want for their lives, then support them as they make it happen!

Connect with Joan at Washburn Endeavours and on



Watch Joan's video series



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# WALK YOUR TALK: Take Action NOW!

BY ROCHELLE FORREST

I have found I am empowered when I take action. It is impossible for me to feel helpless, hopeless and overwhelmed when I am taking action. When each of us shares our Light, our world becomes brighter! Let's look at how doing good and walking our talk makes us feel better.

Have you been following our Circle of Light Facebook Group? Each month we focus on a way to be a philanthropist and share our light, love and joy. This month it is to walk our talk. Whatever your religion, everyone has a faith in something and a set of ideals they believe in. Think of those things you believe are important and do your best every day.

As we do good for others, we begin to feel better. Where are you placing your attention? Remember whatever you are focusing on is expanding. You are also attracting like minds. Look around you. Are you where you want to be?

I have found that when I listen to the fears, needs and hopes of my community... my world.... I know that there is work that needs to be done. I am focusing on what is in my control. I have started our community on Facebook so it could be a place for us to share the goodness we see and what we are doing to take action - to really walk our talk, every month, not just this one.

### **Remember we are part of the solution!**

Take small steps. Here's how I do it - I make a list. This year I am breaking down the tasks into small steps





which I set out to cross off. I feel more purposeful with each one completed. Eventually, progress is made! I can feel the difference even in little bitty steps. Where can you give a helping hand? Because when we help others we feel better. When we work together, we make progress. I am a holistic health coach and what I know for sure my healthiest people are the ones that are helping others. I believe it is the best form of

self-care. So look at your Light. Are you shining brightly? Maybe it's time to change your focus and make sure you are walking your talk.

Visit my website [RochelleForrest.com](http://RochelleForrest.com) and download the checklist about 12 ways to improve the World One Light at a time and look at the suggestions for walking your talk. Don't forget to join us on Facebook at Circle of Light.

Holistic Transformation Coach, Author, and Motivational Speaker, Rochelle Forrest, R.N., encourages individuals to step fully into their soul purpose and live their full potential. 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 that can light your path.

Learn more at her website and the website of her philanthropic endeavor, Tummies, Minds and Spirits. Also connect with her on



Watch Rochelle's video series



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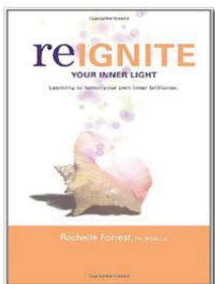


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# Supportive Therapies for an Everyday Health Plan: My Story

By Debra Reis, RN, MSN, NP

Often I get asked - how I got started using essential oils and other nontraditional health practices. Here's my story along with how you can get started doing a daily practice - easily!

I believe I have been open-minded about health practices but I "grew up" with our traditional Western medicine. I remember that I was working as a RN in the ICU - doing my job and thinking - there has got to be more to healing than what I am doing now! Well, ask and you will receive!

A few weeks later, I became aware of energy therapy specifically **Healing Touch**. I took all the class levels - not sure why because this was totally outside my thinking and that was 20 years ago!! I began using this practice with myself and my family for first aid, relaxation and balance. I included daily meditation to help me get focused for my day.

A few years later, I was introduced to **essential oils**. This really expanded my health awareness. I used essential

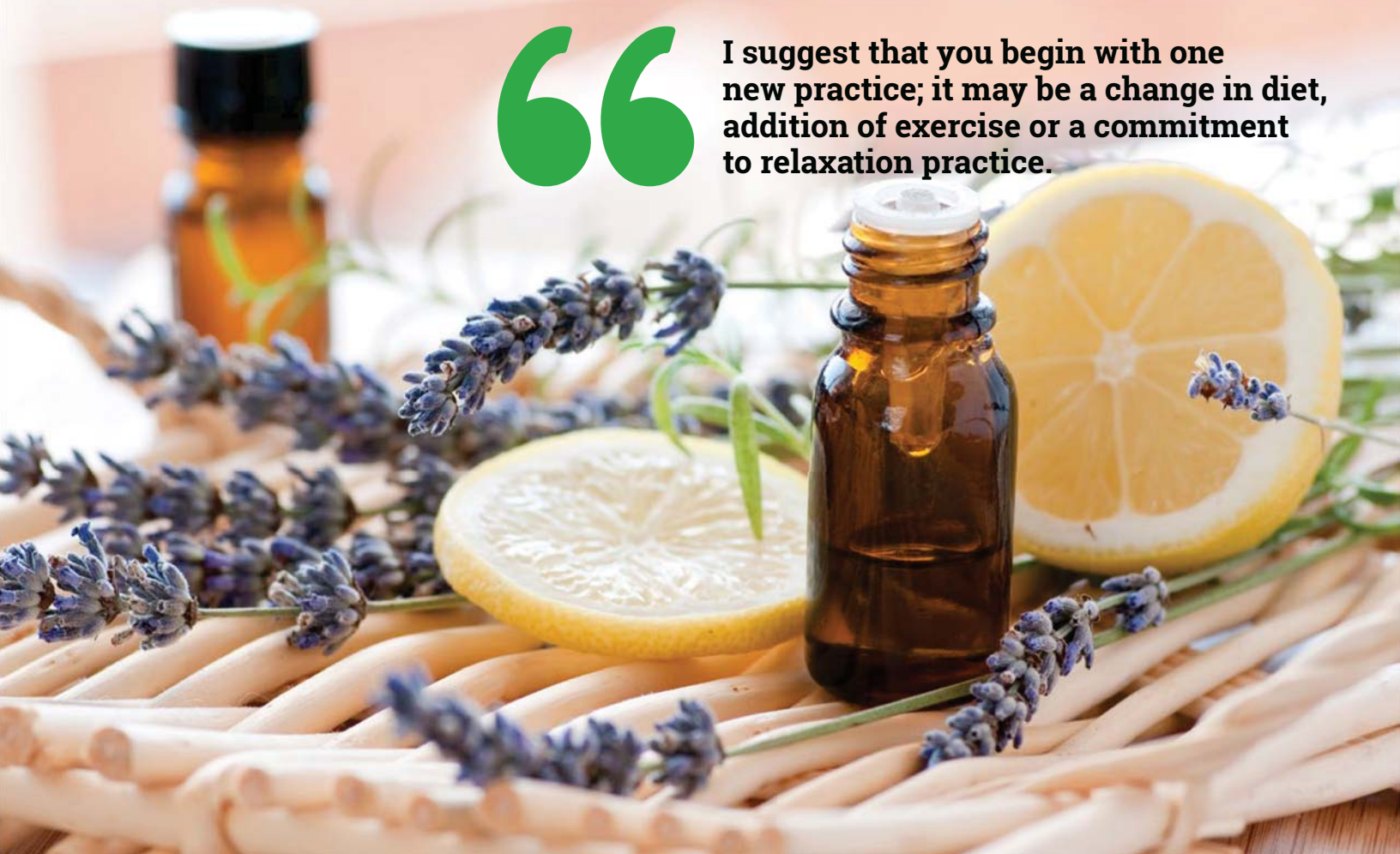
oils and supplements to help correct my low thyroid and high cholesterol levels. I continue to use essential oils on a daily basis.

I realized the importance of exercise and movement. I discovered **Nia** and became an instructor with a focus

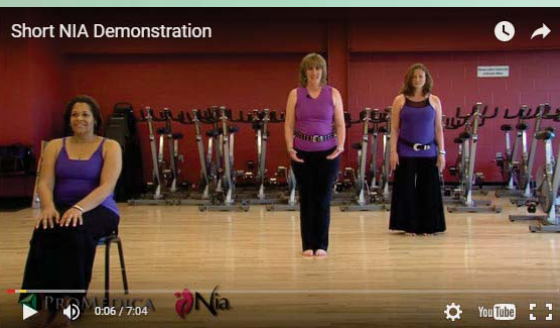


“

**I suggest that you begin with one new practice; it may be a change in diet, addition of exercise or a commitment to relaxation practice.**







on helping others to regain flexibility and strength with an emphasis on FUN! This fitness program is adaptable for all levels and includes a mind, body, spirit focus.

Today, I continue to practice and include various supportive therapies in my plan. I suggest that

you begin with one new practice – it may be a change in diet, addition of exercise or a commitment to relaxation practice. Slowly it will become a habit and part of an everyday plan.

If you would like to learn more or schedule a session, please contact me.

Debra Reis is a nurse, teacher and author specializing in holistic health and supportive therapies. She is the director and an instructor for the Certification in Clinical Aromatherapy program for the Institute of Spiritual Healing & Aromatherapy and nationally known expert in the area of essential oils for cancer care. Deb is also a Nia Black Belt instructor with current research and recent publication in the area of Nia benefits for women with a breast cancer diagnosis.

She is the founder of the Supportive Therapy Engagement Program (STEP) to assist organizations to implement and integrate supportive therapies into a patient treatment plan for better outcomes.

Connect with Deb at [DebraReis.com](http://DebraReis.com) and on



Watch Deb's video series



## The Procedure is Over, But the Pain Lingers On

Yes, the bypass was successful. The chemotherapy worked. The kidney was a perfect match. Does this mean that your job is over?

Modern medicine is truly miraculous. There seems no end to the ways we can cure diseases and repair injuries. But medical procedures can be brutal on the body. Patients are often left with distressing side effects and unpleasant consequences of treatment.



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THE SUPPORTIVE THERAPY ENGAGEMENT PROGRAM (STEP) will help you implement or improve a Supportive Therapy program in your institution. Integrating therapies which address side effects of medical procedures is the next STEP toward better total patient outcomes.

  
**DEBRA REIS**  
author  
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# HOW TO LIVE YOUR BEST LIFE ... NOW!

BY LEANNE CANNON



I believe that many people, particularly in the U.S. are living a good life; perhaps even a great life, but they are not living their BEST life unless they are incorporating their natural skills, talents and abilities into their life in some way.

What about you? In my view, there is only one reason that *you* have that skill, that natural gift or passion that you possess, and that reason is to *use* it! If you park it on the shelf, put it on the back burner for “someday” you are depriving yourself and the world from the gifts you have been blessed with, that are actually meant to enhance your life and the lives of others.

The biggest obstacle to living your best life is ... MINDSET! What do you have a passion for? What do you excel at? Is there something that you can

do all day and the time would just fly by because you enjoy it so much and because you’re good at it? Picture doing THAT for a living, or at minimum, engaging in this activity on a regular basis.

Since MINDSET is the #1 key to living your best life now, start there! If you notice a lot of self-doubt about your ability to live your best life; you might want to step out of your comfort zone and begin saying affirmations every day to bolster your self confidence and belief in your own abilities.

Picture vividly in your mind what you would like to see your life look like. Can you see it? Help your mind get a clear picture of exactly what you want by creating a vision board and placing it where you will see it every day. Load your poster board with pictures of exactly what you want in detail, along with



motivational quotes that will inspire you. Then look at them several times a day; each and every day!

Here is your formula:

- Uncover your passion, skill or natural gifts
- Visualize incorporating them into your life by means of a Vision Board or Vision Book
- View these pictures every day with the *feeling of determination* that this is where you're headed
- Learn all you can about your talent and how

others have capitalized on it

- Begin to implement what you learned in baby steps
- First and foremost - deliberately create a positive mindset toward your dream

Do these things, and you will be well on your way to living your best life ... *right now!*

To your success! Also join my email list by texting Leanne123 to 42828.

Leanne Cannon is a keynote speaker, business trainer and coach who has a passion for inspiring others to believe in themselves and ignites them into action! Her unique style of communicating with the audience as a public speaker challenges them to explore their own potential and to believe that, despite all odds, virtually anything is attainable for them. As a Business Coach, her aim is to assist entrepreneurs in growing their business along with their self-confidence.

Connect with Leanne at her websites, LeanneCannon.com and Dream Achievers Unlimited and on



Watch Leanne's video series



## LEANNE CANNON

Author, Motivational Speaker, Business Trainer and Coach

### AS A BUSINESS COACH ...

*"Working with Leanne has been a true blessing for both my business and personal growth. She has encouraged me to take actions steps that have helped me make large strides with my goals and ambitions. I am truly thankful for her caring and inspiring presence in my life." - Dr. Tunis Hunt Jr DC*



### AS A MOTIVATIONAL SPEAKER / BUSINESS TRAINER ...

*"Leanne is a very thoughtful speaker who challenges her audience to stretch beyond their comfort zone. She is effective at conveying her message by engaging the audience on an emotional level. Her ability to deliver an entertaining as well as impactful speech make her a compelling communicator." Bill Ferry, Director of Global Relocation Systems at SIRVA*

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- influencing opinion makers



# 'NO' IS NOT A 4 LETTER WORD

BY DIANE HELBIG

So many small business owners struggle to grow their client base. They avoid cold calling, or even following up with prospects. And it's all because they are afraid the other person is going to say 'no.' They might even be mean about it!

Let's take a look at what 'no' really means. The truth is that unless you are a total jerk, 'no' isn't about you at all. It's all about them; what they need, where they are, and what's on their mind. They don't know you well enough to make a statement about you.

Another truth is that 'no' is liberating! Have you ever been in a situation where the other

person wouldn't give you an answer? Did they avoid your call? Maybe they stopped responding to your emails and messages. What's that all about? And what do you do about it? You're left unsure of what they want, and therefore, what to do next. Do you give up? Press the point? Pay them a visit?

Now let's look at a different experience. Let's say that person had permission to, and indeed did, say 'no.'

Now do you know what to do? Yes! You move on! Believe me, this isn't the place where you try to change their mind! Be grateful they told you where they stand. Be grateful that you

know there is no opportunity here - right now.

Thank them for their time and attention. You have just been given freedom to continue to build relationships where they make sense.

No is an answer. And, it's not a bad answer. Remember, you aren't going to do business with everyone! You are only going to do business with the people you can help. Where you have a solution to their problem and they value what you offer.

It's my belief that if you approach every discussion with the notion that you may, or may not, have a solution





for the person or company you are talking to, you will have a comfortable relationship with the word 'no.' See what I mean? You are prepared for the possibility that they will not want to talk with you, or explore your solution, or hire you, or buy your product. Any one of those will be 'no.'

Yea!

I'll give you one last tidbit - they say it takes 10 'no's to get a 'yes.' So, you should embrace the 'no'. Every one of them gets you closer to yes! 'No' can move you forward so don't avoid it or stress over it. Head on out there and connect where you can.

If it doesn't feel that simple think about taking my free online sales course.



3 Step Prospecting Strategy

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Take This Course

**Diane Helbig** is an international business and leadership change agent, author of Lemonade Stand Selling and Expert Insights, speaker, and host of Accelerate Your Business Growth Radio show. As president of [Seize This Day](#), Diane helps businesses and organizations operate more constructively and profitably using her expertise in small business, sales, social media, networking, and leadership.

Diane is the creator of the Clarity of Course Sales Training Program and the founder of Business Opportunity Network™, a business referral/mastermind program with chapters throughout the United States.

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# HOW TO FIND EMPLOYEES WITH A **'BUSINESS STRATEGIST' SKILL-SET**

BY DAN TOUSSANT

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Hiring employees with a 'business strategist' mind set can make a huge difference for a company's growth. How do you find people who bring that 'big picture' approach? How do you know when you are talking with a potential hire that can help your business define itself more clearly in the market place, with your customers, with potential new customers, even with competitors? Let's look at the business strategist skill-set and how hiring with that focus can quietly affect the growth of your company or your office.

What does it mean to have a business-strategist skill set?

## **They Think Ahead**

I met a candidate recently who had purchased season tickets for a local pro sports team games. When the team made it into the playoffs, far into the playoffs, he bought tickets to those big post-season games. Then he found buyers for those tickets, netting a sizable return for his investment. Does he have a business strategist mind-set? I think so, he knows how to make money and he thinks ahead.

## **They Follow Your Industry**

You've succeeded in part because you know what's going on in your company's world, right? What are your competitors doing? What's going on in the market that could impact what you charge for your products or services? Does the candidate you are considering follow your industry's news? A recent example is if your company is considering whether to budget for increased aluminum prices. The candidate should know that you probably shouldn't, because the ingredients needed are in huge quantities, and the biggest user, who are the Chinese, are experiencing a flat economy right now. A person with a business strategist skill-set would know these facts, and just being aware, impacts the ability to skillfully budget.

## **They Have a Passion For Adding Value**

A third piece to a candidate's story is are they intrigued; do they have a passion for how they add value to your business? Candidates, who





demonstrate financial literacy about a business and understand what you seek to provide to your customers, will help you more clearly define who you are in the markets where you serve. Employees eager to learn more, about how their function helps grow their area, about how your business makes money and how you are positioning the business, will challenge you to think bigger. Younger employees with a willingness to ask WHY consistently, when managed well, can add huge value in this business strategy area.

### Have They Ever Been in Business?

A bonus question: have they ever owned a business, a lawn service, a DJ business, maybe their family had a small business they helped run. These can be street-smart instinctive business strategists. When you find one, mentor them, challenge them, keep them engaged; they will grow your business with you.

For more information on this topic and others, visit my website and watch my video series.

**Dan Toussant** uses his extensive human resource and talent management experience to specialize in management and professional recruiting with Dan Toussant & Associates, a member of the Sanford Rose Associates network and as a partner in The Interview Doctor, Inc. with Katherine Burik. He speaks regularly about the job-seeking process, and coaches professionals in interviewing skills, resume preparation, and career transition. Their 3 book series, The Job Search Manifesto, is published on Amazon, Apple, and Barnes & Noble.

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## HOW TO BUILD A TALENT-RICH WORKFORCE

BY ANN N. GATTY, PH.D.

As a business leader, you may not consider yourself a talent builder, but it is an increasingly important function. Not too long ago, individuals would come to work looking for a nice pension and job security. Now a growing number of individuals who join the workforce are looking for more than money. They are looking for ways to grow their skills and make a positive impact on the community. For a leader, let's see how this provides opportunities and challenges.

Today's career path for those joining the workforce includes many stops along the way. Each career stop, or new job position, is an opportunity to learn new skills and add to an individual's work capabilities.

When looking for talent to join your firm, consider not only

how current employees can contribute to the bottom line, but how you, as a business leader, can contribute to their career path. As a business leader, you know that the employees are the most important asset of your organization. Leveraging the potential these individuals bring to work can greatly enhance your business's competitive success.

In this highly competitive environment, it's necessary to consider how to utilize a broader range of talent to meet your goals. Allowing employees to develop new skill sets can help immensely. Teams can be reconfigured to allow employees opportunities to grow their skill set and tackle problems in different and innovative ways. If you spend time with your employees, learning more about their past experiences

and backgrounds, you might be surprised at the amount of talent you have that is underutilized.

When we work with our business clients, we engage in in-depth inquiries about the hidden skills and talents their employees might possess. We have the company employees complete personality, learning style, and leadership development assessments. In every case, we discover talent attributes that can be developed to help them perform better at work. We also find that leaders can find opportunities to use this broadened array of talent to further develop their business as well as identify ways to broaden opportunities for their employees. Think of yourself as a talent builder coordinating and expanding the capabilities staff members bring to work. Such a perspective allows the same



staff to reframe situations, come up with new ideas, and provide different solution opportunities for your business. You can build on different talents to provide new synergy.

There is talent out there that many employees keep hidden because no one has bothered to ask. For example, if you have

a worker who is excellent at resolving personality conflicts, how could you utilize this skill in a team project situation? How can writing skills, photography skills, past project management experiences, and teaching skills be useful in your workplace today? Build on those talents and notice how your employees show increased engagement in

their work.

If you are looking for an employee training package that can jump start your workforce, we're here to help. We develop customized programs for each of our clients. Contact us at strategic [peoplesolutions.com](http://peoplesolutions.com) and let us help you build your business to work brilliantly.

Dr. Ann is an expert at building businesses to work brilliantly. She helps her clients create workable strategic business plans and success initiatives, while improving their workplace processes. She is frequently featured in the media and writes for AllBusiness.com and WomenOnBusiness.com. Her interactive speaking engagements assist participants in discovering new-found talents and skills they can immediately apply in the workplace. To see how Dr. Ann can help you to improve your business, visit [www.StrategicPeopleSolutions.com](http://www.StrategicPeopleSolutions.com).



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BY PAT ALTVATER

A good call to action, regardless of the type of content it's placed in, is basically a request to deepen the relationship. It moves the viewer to request more information or engage with us in a different way. However, as you know, getting prospects to do what we want them to do requires a strategy. Have you noticed that some people leave shopping carts before checking out, don't sign up to receive our killer newsletter and don't even have the common courtesy to watch our videos all the way to the end? How dare they! Yet, whose fault is that? Ours, right?

There are two aspects to getting people to take us up on our call to action. The first is building desire throughout the content for them to want to learn more from us - that's a subject for another article. The second is the call to action itself. Let's examine

how to create a powerful call to action. And yes, there are powerful calls to action and there are weak ones.

A weak call to action assumes people know what to do, such as, "Visit my website." OK, what should they do once they get there? Or another favorite of mine says something like "Call me; I'd love to work with you." Unfortunately, that is much too risky for most people to do.

Internet users are often concerned about security, privacy, scams, overload (receiving more emails per day than they can handle) and/or being put in an uncomfortable position if someone tries to sell them something.

A powerful call to action almost always includes the following three components to minimize the concerns of the reader/viewer:

**1. A statement that reduces**

**the risk of taking action.** The word FREE works or offering a no obligation trial. When writing a call to action, assess the level of risk that you are asking the viewer to take and then figure out how to minimize it to make it easier for them to take the action.

**2. Tell them exactly what to do.** Make your request simple, focused and specific. The call to action should make only one request. The more options you give, the less focused the reader becomes, and the chance that they take no action at all, increases. Then state exactly the steps that you want them to take; don't assume they know what to do.

**3. Encourage an immediate response.** A call to action should tell the viewer what



they are getting, what it will do for them and that they should do it **TODAY!** Phrase it using bold, confident, and commanding words so that they realize they should take the action right away. Words such as **“now”**, **“immediately”**, **“don’t wait another minute”** and **“today”** add that sense of urgency.

Offering access to a FREE online

course makes a powerful call to action. We can easily capture their email address because they have to enroll in our course and if they are interested in the topic enough to read or watch our content, it’s likely that they will take us up on the call to action. Phrase it like:

*Click the link below to get immediate access to my FREE online course where you will learn*

*(fill in the blank) that will result in (fill in the blank). Get started today, it will only take you 15 minutes to complete and you’ll be seeing (your specific results) as early as (fill in the blank).*

For complete information on how to write a video script that viewers will watch the entire way through, take my online course, The Choose Success Guide to Creating Videos that Convert.

**Pat Altwater** of AFP Marketing LLC specializes in using an integrated approach to marketing and digital product creation to move her clients from subject matter experts to thought leaders. BizTV Shows® with locations in Toledo, Indianapolis, Columbus, NE Ohio, Pittsburgh, Akron and Lincoln as well as Soar to Success magazine, Thought Leaders Online Courses, and Back 9 Media Group are brands owned by AFP Marketing LLC.

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