

THE VIRAL *Networking Conference*™

**Create Your
Marketing
Strategy to
Show Up! Be Up!
Follow Up and
Thrive in 2025!**



Hosted by Toni Harris Taylor
Renowned Business Coach &
Networking Strategist



Speaker/Sponsors

Joseph Shawver
Toccara Nicole Steele
Arba Cooper
Crystal Gomez
Scott Bigley

January 16-18, 2025
Baker Hughes Building, Houston, TX

It's time to get

DRASTIC

and *Go Viral*



This workbook belongs to :

NAME: _____

E-MAIL: _____

PHONE: _____

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Hey there Drastic Steppers!

Welcome to the **2025 Viral Networking Conference: It's Time to Thrive in 2025!** 🌟

We are thrilled that you've decided to join us for this transformative event designed to help you take your business, network, and personal brand to the next level. Over the next three days, you will have the opportunity to connect with like-minded professionals, gain actionable insights from industry experts, and develop a customized marketing strategy using our proven **'Show Up! Be Up! Follow Up! to Blow Up!'** formula.

This year's theme, It's Time to Thrive in 2025!, is more than just a rallying cry—it's your roadmap to seizing the opportunities ahead and achieving drastic growth in your business and personal network. Through engaging keynotes, dynamic workshops, and meaningful networking sessions, you'll walk away with:

- ✅ Practical tools to **amplify your marketing strategies.**
- ✅ Proven techniques to **build lasting relationships.**
- ✅ A clear action plan to **thrive in 2025 and beyond.**

We've designed every aspect of this conference with YOU in mind. This is your chance to not only learn but also implement ideas that will set you apart and keep you ahead of the curve.

Please take some time to review your agenda, explore our amazing lineup of speakers, and prepare for an incredible experience. And don't forget to bring your energy, enthusiasm, and a mindset ready to connect, collaborate, and THRIVE!

On behalf of the entire Viral Networking Conference team, we're excited to witness your success journey unfold. If you need assistance or have any questions, don't hesitate to reach out to our staff or visit the information desk.

Here's to a phenomenal conference and a thriving 2025! 🌟

Let's make it drastic,



Toni Harris Taylor

Founder, Drastic Results Marketing & Sales Coaching
Host, Viral Networking Conference

OUR HOST – TONI HARRIS TAYLOR

Toni Harris Taylor, widely known as The Networking Queen and The Coach That Connects, is a dynamic force in the world of networking, business growth, and entrepreneurial success. As the visionary host of the **Viral Networking Conference (VNC)**, Toni brings her signature energy, expertise, and passion to create an unforgettable experience for attendees ready to *Show Up! Be Up! Follow Up! to Blow Up!*

With over two decades of experience as a business growth strategist, speaker, and 12x author, Toni has empowered thousands of entrepreneurs and franchise professionals to grow their businesses through the power of authentic connections. Her bold, drastic approach to marketing, sales, and relationship-building sets her apart as a leader who not only inspires but equips individuals with actionable strategies for success.

As of January 2025, Toni is the Executive Director and President of **Multicultural Franchise Connectors (MFC)**, an organization dedicated to creating opportunities for diverse entrepreneurs in franchising. Her impact extends beyond her coaching programs and conferences—Toni is a sought-after keynote Intercontinental speaker, and the creator of the *Show Up! Be Up! Follow Up! to Blow Up!* formula, a proven system for building meaningful relationships that drive business results.

In addition to her role as host of the Viral Networking Conference, Toni has been recognized with numerous awards, including *Rookie of the Year* and *Brand Ambassador* within her Network in Action franchise community. Her influence also shines through her talk show, *Marketing Strategies for Drastic Results*, where she interviews successful entrepreneurs to share their stories and inspire growth.

Beyond her professional achievements, Toni's resilience and faith have shaped her journey. Having overcome personal challenges, including widowhood and a near-death experience, she lives by her mantra: **"No one succeeds without taking drastic steps."**

As the host of the Viral Networking Conference, Toni's mission is clear: to empower every attendee to leave with a clear action plan, a thriving network, and the confidence to make *2025 their most successful year yet.*

Get ready to connect, collaborate, and THRIVE under Toni's expert guidance at the **Viral Networking Conference: It's Time to Thrive in 2025!**



With her vibrant personality and a passion for helping entrepreneurs thrive, Toni has built a reputation as a master connector, creating opportunities for professionals to grow their businesses through powerful relationships. Toni's unique approach combines inspiration with actionable insights, making her the go-to expert for those seeking to elevate their networking game and achieve exponential success.

As a coach and mentor, Toni has a remarkable gift for bringing people together. Her ability to connect the right individuals at the right time has transformed countless businesses and lives. Her unwavering commitment to helping entrepreneurs succeed and her expertise in building authentic connections make her the heart and soul of this groundbreaking event.



Toni Harris Taylor

Relive the highlights of The Viral Networking Conference 2021 and see how we set the stage for an even bigger, bolder future!



The Viral Networking Conference 2021 left a legacy of innovation, collaboration, and unstoppable energy.

From keynote speakers to action-packed sessions, The Viral Networking Conference 2021 was a masterclass in turning connections into results.



2021

in review

2022

in review



With an incredible lineup of speakers and enthusiastic participants, The Viral Networking Conference 2022 cemented its place as the go-to conference for bold entrepreneurs.

As we look back on 2022, we're reminded of one thing: When you show up boldly, success shows up for you.



2023

in review

THE VIRAL NETWORKING TOUR & CONFERENCE



The momentum we created in 2023 is just the beginning. Let's carry this energy forward and thrive together!

2023

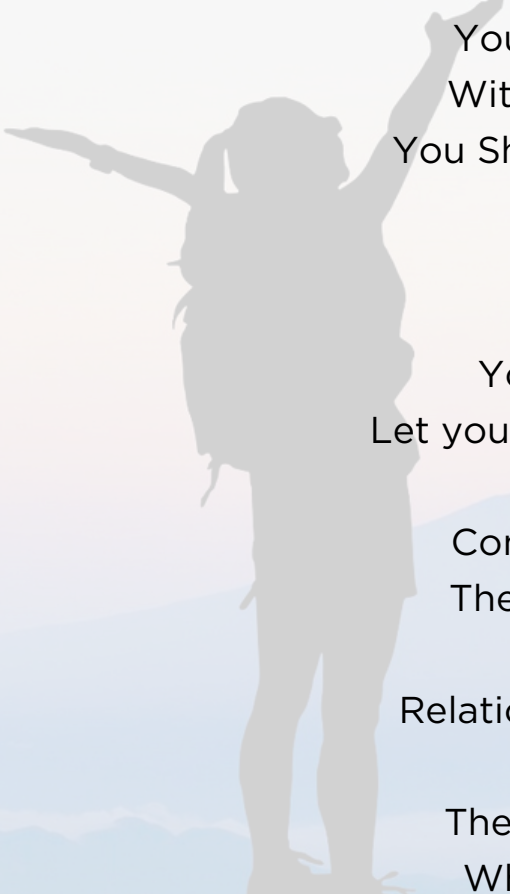
in review



This year, we didn't just network—we built lasting legacies that will thrive far beyond 2023.

SHOW UP! BE UP! FOLLOW UP TO BLOW UP!

By ChatGPT



When the doors swing wide and the lights shine bright,
You've stepped in bold, ready to ignite.
With purpose clear and passion in sight,
You Show Up strong—your future takes flight.

But showing up is just the start,
It's the spark, the beating heart.
You Be Up—radiate, shine, and glow,
Let your energy lead and your confidence show.

Connections bloom, but here's the key,
The fortune lies in Follow-Up, you'll see.
A call, a note, a thoughtful touch,
Relationships grow when you care this much.

Then comes the magic, the dream alive,
When goals align and networks thrive.
You Blow Up!—success takes form,
A drastic wave, a rising storm.

So step in boldly, let fear dissolve,
With every handshake, a problem solved.
At VNC, your path is clear—
Show Up! Be Up! Follow Up!—this is your year!

AGENDA

Thursday, January 16th **Marketing Strategies and Franchising to Go Viral!**

8:30 - 9:00 a.m.

Doors Open

9:00 - 12:00 p.m.

Morning sessions

12:00 - 1:00 p.m.

Lunch

1:00 - 5:00 p.m.

Afternoon Sessions

Friday, January 17th **Technology and Content to Go Viral!**

8:30 - 9:00 a.m.

Doors Open

9:00 - 12:00 p.m.

Morning sessions

12:00 - 1:00 p.m.

Lunch

1:00 - 5:00 p.m.

Afternoon Sessions

VIP Movie Night

6:30 - 9:00 p.m.

The Cannon

1334 Brittmoore Rd #1327, Houston, TX 77043

Saturday, January 18th **Create Your Marketing Strategy to Go Viral!**

8:30 - 9:00 a.m.

Doors Open

9:00 - 12 p.m.

Morning sessions

12:00 - 1:00 p.m.

Closing and Box Lunch to go

The background of the slide features a light gray watercolor wash in the corners, transitioning into a white central area. Thin, dark gray wavy lines flow across the top and bottom of the white area.

”

The win
is in
your next
DRASTIC step.

“



MEET THE SPONSORS/ SPEAKERS/EMCEE

*"Good things happen when
you show up , nothing
happens when you don't!"
-Toni Harris Taylor*

SPEAKER SPONSORS



JOSEPH SHAWVER

Square Books

Joseph Shawver has been a cornerstone of Square Books LLC since its founding. With over 6 years of bookkeeping experience and 4 years at an accounting firm, Joe specializes in QuickBooks Online and Xero. His attention to detail ensures accurate financial records, offering clients peace of mind and reliable reporting. Passionate about helping businesses grow, Joe also optimizes financial strategies to promote stability and success, making him a trusted advisor for streamlining financial processes.



**DR. TOCCARA
NICOLE STEELE**

VOS Consulting and
Publishing International

Dr. Toccara Nicole is a 12-time author along with being a 2-time Amazon Best Selling author affectionately known as "The Identity Architect!" She is passionate about helping her clients discover what's in their vault to unlock their personal and marketplace identity by using her powerful insight, discernment, and sensitivity! As the architect to authors, VOS Consulting and Publishing International creates, cultivates, and launches authors, entrepreneurs, and storytellers into position to monetize their genius. She equips her clients to shift the "ship" by introducing authorship as a form of entrepreneurship!

SPEAKER SPONSORS



CRYSTAL GOMEZ

Crystal Gomez and
Associates

Crystal Gomez is the Founder and CEO of Crystal Gomez and Associates, a firm dedicated to helping small businesses grow through practical and innovative technology coaching. She's passionate about showing entrepreneurs how to use technology to streamline their processes, stay connected, and achieve their goals. Businesses that integrate technology for everyday processes and systems experience enhanced efficiency, improved customer service, and increased competitiveness in their respective markets. Technology enables automation of repetitive tasks, better data analysis for informed decision-making, and more effective communication within teams and with customers. Contact us today for a personalized technology consulting session.



SCOTT BIGLEY

Forever Forward Financial

Scott is a skilled facilitative leader with a proven ability to guide clients in defining and achieving their goals. As a nationally recognized speaker and trainer in business planning and high-net-worth markets, he brings extensive knowledge to all his clients. His experience spans both public and private education, including roles with the Florida Department of Corrections, Pinellas County Schools, AEGON USA, and VALIC, where he held positions such as Regional Marketing Director and Director of Training, Advanced Sales. Scott is the owner of Forever Forward Financial Group. He is a graduate of Pennsylvania State University and holds various professional designations.

SPEAKER



ARBA COOPER
Digital Technologist
(VisionDoers)

Arba Cooper is a trailblazing Digital Technologist and founder of VisionDoers, dedicated to helping businesses excel in the ever-evolving digital landscape. With a passion for innovation, Arba leverages her expertise in cutting-edge technology solutions to streamline operations, enhance user experiences, and drive business growth. Her strategic approach combines creative problem-solving with a deep understanding of digital trends, empowering clients to turn their visions into reality. A dynamic leader and collaborator, Arba is committed to delivering impactful results that align with her clients' goals. Through VisionDoers, she inspires businesses to embrace change and achieve long-term success in the digital era.

OUR EMCEE




LEA RUTHERFORD
Education Today
Enterprises LLC

Lea Rutherford is a visionary entrepreneur, inspiring leader, and powerhouse in education and business. Since “firing her boss and hiring her purpose” in 2007, Lea has been a full-time entrepreneur, blazing trails and building transformative brands.

She is the proud owner of Education Today Enterprises, LLC, founder of the V. I. C. I. O. U. S. Brand, and CEO of Sol4Gen, Inc. Lea also serves as the co-founder of EMC Education Group and Texas STAAR Publishing, both dedicated to elevating education and empowering communities.

Recently, Lea has reinvented herself as a sought-after business coach, corporate trainer, and public speaker. She is a prolific author, with four published books (and a fifth on the way), inspiring readers to chase their dreams and achieve greatness. To top it off, she is a professional BNB Investor.

With a relentless passion for purpose-driven leadership, Lea continues to empower individuals and organizations to get ARMEd teaching them to Actualize, Realize, and Monetize their V. I. C. I. O. U. S. Visions.

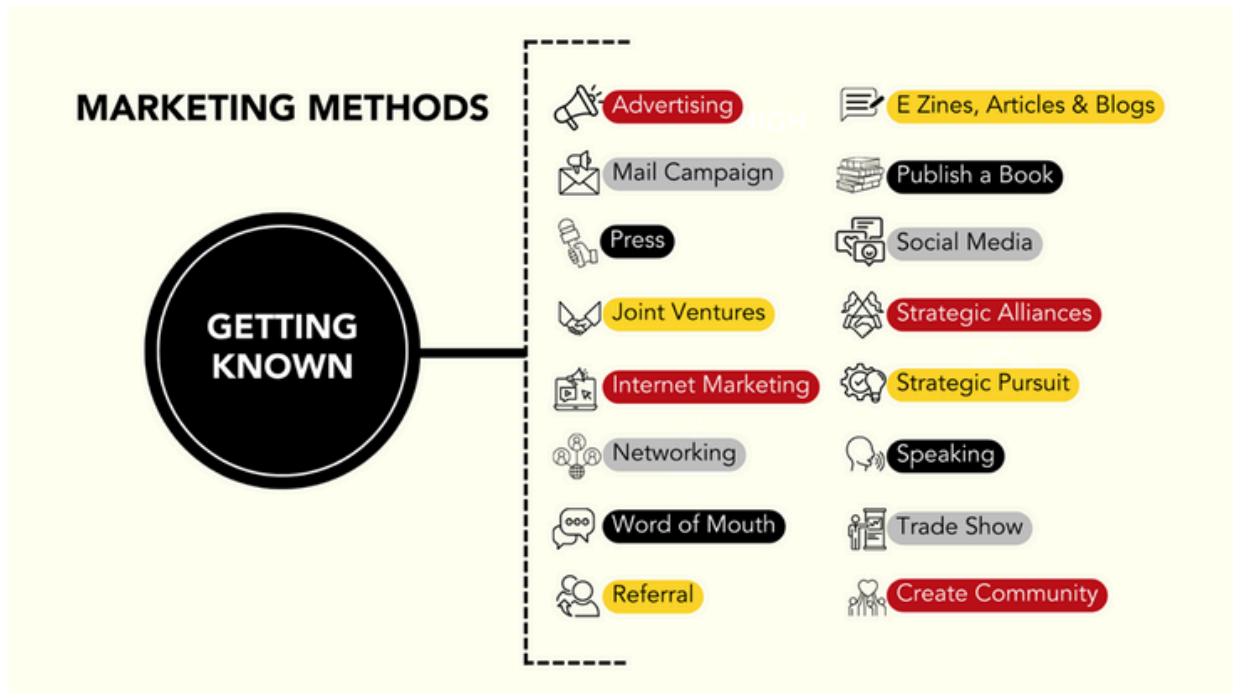


LET'S GO VIRAL AND THRIVE IN 2025!

*"Successful people take
drastic steps, period." —
Toni Harris Taylor*

WHAT ARE YOUR CURRENT MARKETING STRATEGIES?

Circle the marketing methods you use that have made you money

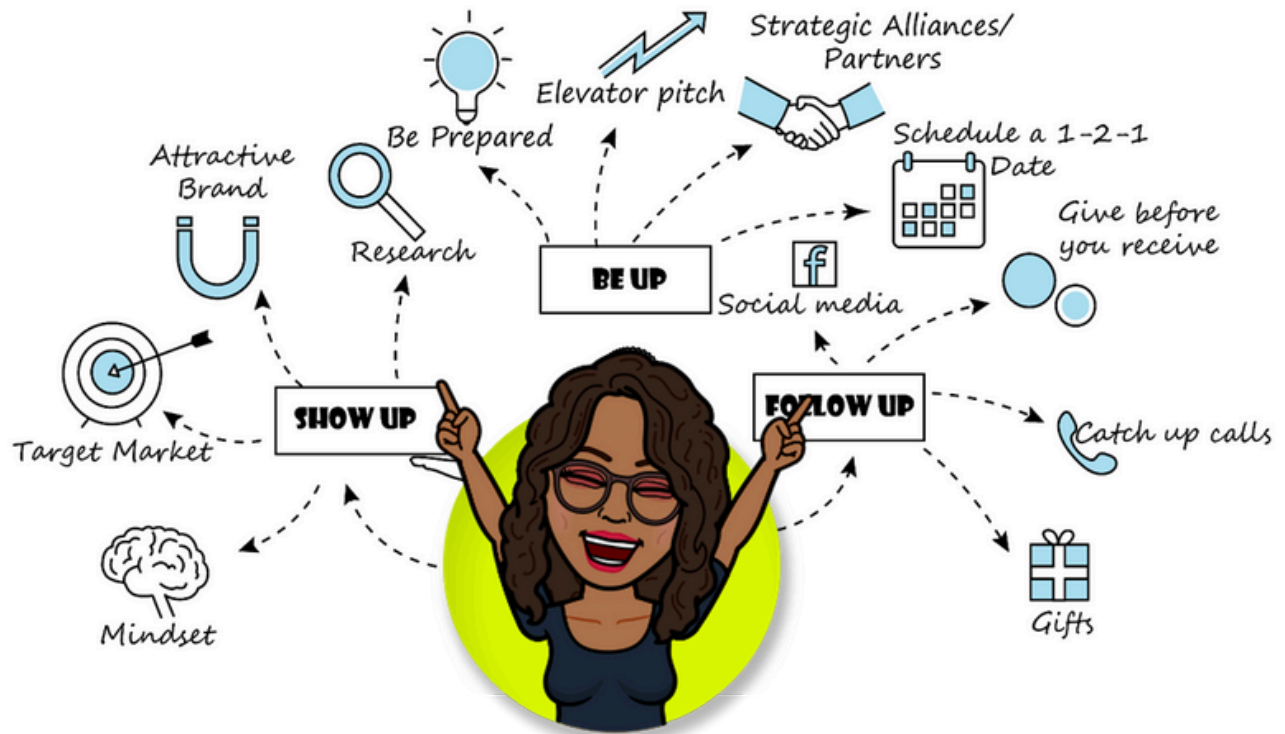


TOP 5 MARKETING MISTAKES

Check all that apply to you:

- ☐ Not enough time prospecting and selling
- ☐ Don't have an attractive brand
- ☐ Hide behind the computer
- ☐ Stealth mode/Invisible
- ☐ Haven't learned to sell
- ☐ Shotgun approach to finding clients – Too many marketing methods

12 DRASTIC NETWORKING STRATEGIES TO BUILD, KNOW, LIKE & TRUST



IDEAL CLIENT PROFILE

Describe your target audience?

What organizations or associations cater to your target audience?

Who is the center of influence for your target market?

What type of businesses are your strategic alliances?

PREPARATION BEFORE NETWORKING

Part 1: Prepare Your Promotional Materials

1. Business Cards

Do you have both digital and paper business cards ready?

Yes / No:

2. Flyers and Brochures

Are your promotional materials up-to-date and professional?

Yes / No:

3. Branded Swag

Do you have branded items to give away at the event?

Yes / No:

Part 2: Professional Appearance Checklist

1. Plan Your Outfit

Describe the outfit you will wear to the event:

2. Grooming/Makeup

List any grooming or makeup preparations needed:

Part 3: Networking Strategy

1. Identify Key Individuals

List 3-5 individuals you want to meet at the event:

Individual 1:

Individual 2:

Individual 3:

Individual 4:

Individual 5:

Part 4: Reflection and Planning

1. Reflect on a Past Networking Experience

How did preparation impact your interactions?

Reflection: _____

2. Calendar Link

Is your calendar link ready to share?

Yes / No: _____

3. Prepare Questions (***List the questions you will ask to connect with and understand potential contacts:***)

Question 1:

Question 2:

Question 3:

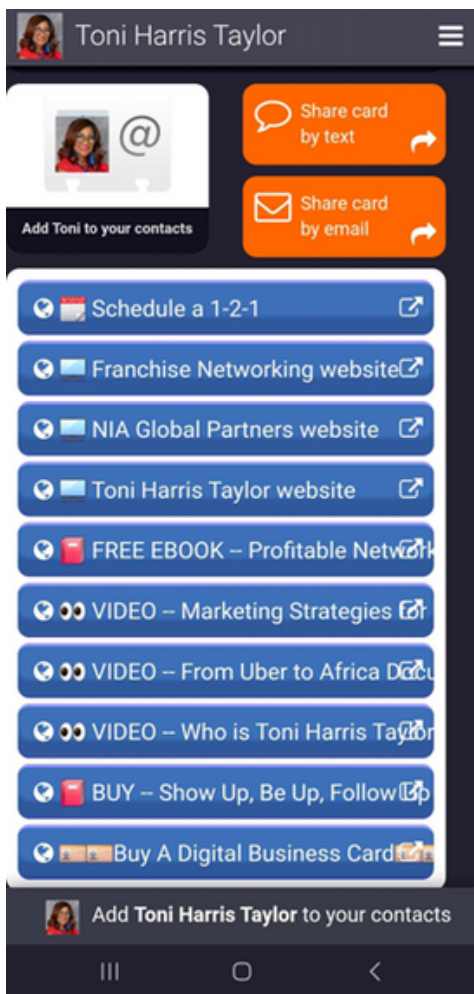
Question 4:

BE PREPARED BEFORE NETWORKING

Paper Business card



Digital Business card







Marketing materials



Calendar link | MeetwithToniHarrisTaylor.com

← → ↺ ⌵ meetwithtoniharristaylor.com 🔍 ☆ 7x 8x

Choose the appointment that's right for you...

	1 to 1: Get To Know You Networking - 30 min. A short 30 minute call to help me learn more about you.	Book this call
	Catch up call (for those already in my network) - 30 min. Catch up call (for those already in my network)	Book this call
	Private Coaching Session (Paid Clients Only) - 1 hour An hour call to learn about your industry and find breakthroughs for your business growth.	Book this call
	Franchise Consultation - 1 hour Book a session to see if Franchise Business is for you! Be prepared to discuss your entrepreneurship, aspirations and financial readiness for franchising.	Book this call

CREATE OUR ELEVATOR PITCH/VALUE STATEMENTS

1. Introduction with a Surprising Fact

"Did you know that [interesting fact]?"

Example: *"Did you know that 60% of small businesses struggle with lead generation?"*

Your Fact:

2. Thought-Provoking Question

"Have you ever wondered why [related to the listener's challenge]?"

Example: *"Have you ever wondered why it's so hard to find quality leads?"*

Your Question:

3. State the Results

"I help [Ideal Customer] achieve [specific results/benefits] by [your unique approach]."

Example: *"I help solopreneurs in the service industry increase their client base by 50% through personalized networking strategies."*

Your results:

IDENTIFY POTENTIAL STRATEGIC ALLIANCES

1. Complementary Businesses

What businesses offer products or services that complement yours?

Your Answer:

2. Industry Organizations

What organizations or associations serve your target market?

Your Answer:

3. Community Groups

What community groups or clubs are popular with your ideal customers?

Your Answer:

TIPS FOR INTROVERTS



Set realistic goals

Avoid feeling pressured to "meet everyone." Instead, set specific and achievable goals, such as connecting with three new people or attending one event each month. Progress at your own pace.



Quality Over Quantity

Focus on creating deep, meaningful connections rather than collecting a stack of business cards. Strong relationships often lead to more valuable opportunities.



Choose Smaller Events

Large crowds can be intimidating. Seek out smaller gatherings or niche events where the atmosphere is more intimate, making it easier to engage in authentic conversations.



Phone a Friend

Bring a trusted friend or colleague to networking events. Having someone familiar by your side can ease anxiety and help you feel more at ease while making connections.



Focus on Helping Others

Shift your mindset from "selling yourself" to "serving others." Ask thoughtful questions, listen actively, and find ways to add value to the people you meet. Giving builds trust and fosters genuine relationships.

MASTERING THE ART OF SMALL TALK

What do you love about
what you do?

Are you a member of this organization?
What do you like about it?

Where are you from?
What brought you to this city?

Who would you like to meet
while you're here?

Give a sincere compliment.

ASK FOR A DATE

Practicing the Ask

1. Role-Play Asking for a 1-2-1 Meeting

Practice with a peer or mentor using the script:

"Nice to meet you! I would love to learn more about your business and who I can introduce you to. Would you be open to a Zoom call where we can learn how we can help one another? Do you have your calendar? Let's book it!"

Feedback Notes:

Setting Up 1-2-1 Meetings at an Event

1. Book 1-2-1 Meetings on the Spot

Aim to leave the event with at least 3-5 1-2-1 meetings set on your calendar.

Set up automations with confirmation when the appointment is set. Add reminders 24 hours, 1 hour and 5 minutes before the meeting.

Preparing for Your 1-2-1 Meetings

1. Research the Individuals You Will Be Meeting With

Name:

Business:

Interests:

2. Prepare a List of Topics and Questions

Topic 1:

Topic 2:

Question 1:

Question 2:

Preparing for a 1-2-1 Meeting

1. Research the Person You're Meeting With

Name: _____

Business: _____

Interests: _____

Conducting the 1-2-1 Meeting

1. Follow These Steps During Your Meeting

Introduction: Briefly introduce yourself and establish common ground.

Open-Ended Questions: Ask questions that encourage dialogue.

Qualifying Questions: Use the questions provided to understand their vision, constraints, and motivations.

Emotional Listening: Pay attention to their feelings and reactions.

Next Steps: Summarize the meeting and agree on follow-up actions.

Reflecting on the 1-2-1 Meeting

1. Take Notes on Key Points Discussed and Observations

[illegible]

Getting to Know Them & Their Business

- 1.What inspired you to start your business, and what keeps you passionate about it?
- 2.How would you describe your ideal client or customer?
- 3.What sets your business apart from others in your industry?
- 4.What's the biggest win you've had in your business recently?
- 5.What's one challenge you're currently facing in your business?

Understanding Their Goals

- 6.What are your top goals for your business in the next 6-12 months?
- 7.Are there any specific resources, connections, or opportunities you're currently looking for?
- 8.How do you measure success in your business?

Exploring Collaboration

- 9.Are there any ways our businesses might complement each other?
- 10.What types of partnerships or collaborations have worked well for you in the past?
- 11.Is there a specific introduction or connection I can make for you right now?

Networking Style & Preferences

- 12.How do you usually approach networking, and what do you enjoy most about it?
- 13.What's one thing you wish people understood better about your business?
- 14.How can I best support you or refer clients to you?

Personal Touch

- 15.What do you love to do when you're not working on your business?
- 16.Who has been one of your biggest mentors or influences in your professional journey?
- 17.What's one fun fact about you that most people wouldn't guess?

Closing the Conversation

- 18.What's the best way for us to stay in touch after today?
- 19.How can I add value to you right now?
- 20.What's one thing I can do to help you achieve your next goal?

SOCIAL MEDIA TO SHOW UP!

Are you building relationships on social media?

Are you connected? How many social connections?

Facebook _____

Linked In _____

Twitter _____

Email list size _____

- ☐ Know your target audience – which platform is right for your audience?
- ☐ Take online relationships, offline
- ☐ Look for buying clues
- ☐ Use Bitmoji to stand out (see resources page)
- ☐ Money is in Messenger
- ☐ Forget the Business page, use your personal page to network
- ☐ You are your brand so be real but avoid controversial topics and debates unless it's part of your brand
- ☐ Use video
- ☐ Post 3–5 times a week
- ☐ Engage
- ☐ Comment, don't just like
- ☐ Participate in groups or create your own
- ☐ Always use a profile picture with your face and change often – no exceptions!

FOLLOW UP, FOLLOW UP, FOLLOW UP!

It takes 7-10 touches before someone buys

*The lack of fortune is in the lack of follow up! --
Toni Harris Taylor*

What are your current follow up systems?

- ☐ One-on-one networking appointments
- ☐ Phone call
- ☐ Connect on social media
- ☐ Private message in
- ☐ Facebook or Linked In
- ☐ Send a note or thank you card
- ☐ Refer someone to them
- ☐ Invite them to an event
- ☐ Put them on your email list
- ☐ Email autoresponder
- ☐ Cut out articles or share online articles
- ☐ Send them a video
- ☐ Send them a trinket or promo pack



**QUICK
TIPS**

- ✓ ***Schedule time to follow up***
- ✓ ***Do it now!***
- ✓ ***Be a giver – Givers gain!***
- ✓ ***Focus on building relationship and not making a sale***

DEVELOP YOUR CATCH-UP CALL PLAN

What are your current follow up systems?

1. How many will you do in a month?
2. Ask them what they are working on and how you can help.
3. Share what you're working on and how they can help.
4. Make connections for them.

Table for 10 (T410)

- Schedule a quarterly T410 by theme
- Determine location
- Determine your theme (people with similar interests)
- Invite those from your past 1-2-1s
- Be the Center of Influence and Connector that everyone respects

When can you hold your first Table for 10?

TECHNOLOGY TOOLS FOR EFFECTIVE NETWORKING

- ☐ Use an email service provider like Constant Contact or others
- ☐ Send an information/education email once a month
- ☐ Connect your email newsletter to your social media
- ☐ Grow your list using texting
- ☐ Capture visitors to your website on your email list
- ☐ Use Loom.com
- ☐ Use autoresponders to automatically stay connected to your networking friends, prospects and clients
- ☐ DO NOT use: BCC to email about your business it's against the CAN SPAM act of the Federal Trade Commission



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10 NETWORKING STRATEGIES FOR SPEAKING OPPORTUNITIES

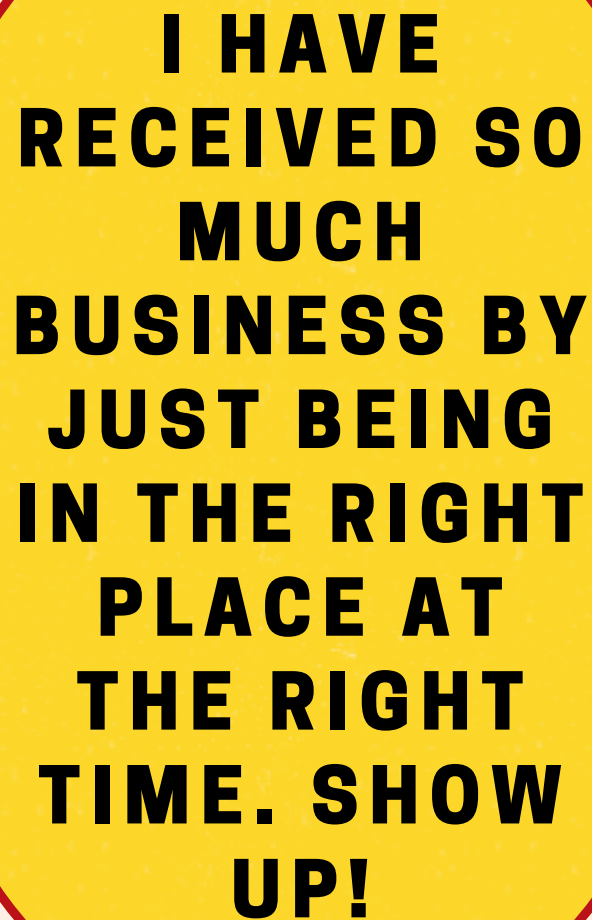
1. Identify where you want to speak
2. Attend the event to connect with the leadership of the organization
3. Post your speaking gigs on social media – tag everyone
4. Network with other speakers to trade opportunities
5. Give away your book to organization leaders
6. Connect on social media with organization leaders
7. Ask for speaking opportunities on 1-2-1s
8. Get sponsored by a company that aligns with your message
9. Let your network know you are available to speak
10. Pay to sponsor and speak in front of your ideal audience.



PLANNER PAGES

SET 1

*You will never be able to ask
for more than you are
willing to invest in yourself.
- Toni Harris Taylor*



**I HAVE
RECEIVED SO
MUCH
BUSINESS BY
JUST BEING
IN THE RIGHT
PLACE AT
THE RIGHT
TIME. SHOW
UP!**

Monthly GOALS

MONTH & YEAR _____

DESCRIPTION	ACTION TO ACHIEVE	MEASURE OF SUCCESS
GOAL 1		
GOAL 2		
GOAL 3		
GOAL 4		
GOAL 5		

Monthly PLANNER





















MONTH & YEAR _____

NOTES	MON	TUE	WED

MONTHLY GOALS

PRIORITIES

NETWORKING EVENTS

THU	FRI	SAT	SUN
			
			
			
			
			

NOTES

Monthly NETWORKING TRACKER

MONTH & YEAR _____

DATE	EVENT NAME	HOST	HOW MANY 1-2-1's

NOTES

Monthly SOCIAL MEDIA PLANNER

MONTH & YEAR _____

WEEK #	PLATFORM 1	PLATFORM 2	PLATFORM 3
WEEK 1			
WEEK 2			
WEEK 3			
WEEK 4			
WEEK 5			

Monthly SOCIAL MEDIA AUDIT

MONTH & YEAR _____

WEEK #	# OF FOLLOWERS	PLATFORM 1	PLATFORM 2	PLATFORM 3
WEEK 1	Beginning of the month			
	End of the month			
WEEK 2	Beginning of the month			
	End of the month			
WEEK 3	Beginning of the month			
	End of the month			
WEEK 4	Beginning of the month			
	End of the month			
WEEK 5	Beginning of the month			
	End of the month			

REFERRAL TRACKER

MONTH & YEAR_____

DATE	GIVEN	RECEIVED
NOTES		

Monthly EMAIL MARKETING PLANNER

MONTH & YEAR _____

WEEK #	DATE	SUBJECT	SUBHEADER	EXTRA'S / VIDEO/FLYER	CALL TO ACTION
WEEK 1					
WEEK 2					
WEEK 3					
WEEK 4					
WEEK 5					

Monthly COACHING SESSIONS

MONTH & YEAR _____

DATE	TOPIC	HOMEWORK

NOTES

Monthly
SPEAKING TRACKER

MONTH & YEAR_____

[illegible]

NOTES

Monthly SALES TRACKER

MONTH & YEAR _____

DATE	ACTUAL SALES	PRODUCT/SERVICE SOLD	SOURCE OF LEAD	CLIENT

NOTES

Monthly REVIEW

MONTH & YEAR _____

TOP ACCOMPLISHMENT

1

2

3

4

5

HOW CAN I MAKE NEXT MONTH EVEN BETTER


OVERALL THIS MONTH



PLANNER PAGES

SET 2

*"Do not be misled. Bad
associations spoil useful
habits." -
1 Corinthians 15:33*



**THE
SUCCESS,
THE WIN
ISN'T
ALWAYS AT
THE END,
IT'S IN THE
NEXT STEP.**

Monthly GOALS

MONTH & YEAR _____

DESCRIPTION	ACTION TO ACHIEVE	MEASURE OF SUCCESS
GOAL 1		
GOAL 2		
GOAL 3		
GOAL 4		
GOAL 5		

Monthly PLANNER





















MONTH & YEAR _____

NOTES	MON	TUE	WED

MONTHLY GOALS

PRIORITIES

NETWORKING EVENTS

THU	FRI	SAT	SUN
			
			
			
			
			

NOTES

Monthly NETWORKING TRACKER

MONTH & YEAR _____

DATE	EVENT NAME	HOST	HOW MANY 1-2-1's

NOTES

Monthly SOCIAL MEDIA PLANNER

MONTH & YEAR _____

WEEK #	PLATFORM 1	PLATFORM 2	PLATFORM 3
WEEK 1			
WEEK 2			
WEEK 3			
WEEK 4			
WEEK 5			

Monthly

SOCIAL MEDIA AUDIT

MONTH & YEAR _____

WEEK #	# OF FOLLOWERS	PLATFORM 1	PLATFORM 2	PLATFORM 3
WEEK 1	Beginning of the month			
	End of the month			
WEEK 2	Beginning of the month			
	End of the month			
WEEK 3	Beginning of the month			
	End of the month			
WEEK 4	Beginning of the month			
	End of the month			
WEEK 5	Beginning of the month			
	End of the month			

Monthly REFERRAL TRACKER

MONTH & YEAR _____

DATE	GIVEN	RECEIVED

NOTES

Monthly EMAIL MARKETING PLANNER

MONTH & YEAR _____

WEEK #	DATE	SUBJECT	SUBHEADER	EXTRA'S / VIDEO/FLYER	CALL TO ACTION
WEEK 1					
WEEK 2					
WEEK 3					
WEEK 4					
WEEK 5					

Monthly COACHING SESSIONS

MONTH & YEAR _____

DATE	TOPIC	HOMEWORK
NOTES		

SPEAKING TRACKER

MONTH & YEAR_____

[illegible]

NOTES

SALES TRACKER

MONTH & YEAR_____

[illegible]

NOTES

Monthly REVIEW

MONTH & YEAR _____

TOP ACCOMPLISHMENT

1

2

3

4

5

HOW CAN I MAKE NEXT MONTH EVEN BETTER

OVERALL THIS MONTH



DRASTIC NETWORKERS PLEDGE

By ChatGPT

I pledge as an entrepreneur, bold and free,
To step out of my comfort zone and embrace the sea,
Of networking opportunities, where connections abound,
I'll be a drastic networker, spreading ideas profound.

I'll shed my inhibitions, fear, and doubt,
And venture forth with confidence, no limits to tout,
I'll seek out mentors, their wisdom to glean,
And listen intently to stories unseen.

I'll reach out to strangers, with an open hand,
Building relationships, a powerful strand,
Collaborations will bloom, new horizons will rise,
As I expand my network, reaching for the skies.

I'll embrace discomfort, for growth lies within,
Conquering challenges, a battle I'll win,
For in pushing boundaries, success will unfold,
And my dreams, once distant, will take hold.

I pledge to be a drastic networker, brave and bold,
With passion in my heart and stories to be told,
I'll build a network that lifts and inspires,
Creating a ripple effect, setting dreams on fire.

So here I stand, committed and true,
An entrepreneur who dares to pursue,
The power of networking, far and wide,
I pledge to be a drastic networker, with unwavering stride.

Toni's Formula for Success

$$(DS + P - E = S)$$

Drastic Steps +
Perseverance – Excuses =

SUCCESS

*NOW is the time to take a drastic
step, persevere over the obstacle,
eliminate the excuses to achieve
success today!*

ARTICLES/ADS

*"Never let the obstacles of
life keep you from taking
the drastic steps to achieve
your dreams!"
-Toni Harris Taylor*

Unlocking Drastic Marketing Strategies to Get Known, Get Connected and Get Paid!

By Toni Harris Taylor | Conference Host and Visionary

In the dynamic world of entrepreneurship, achieving six and seven-figure success is an aspiration shared by many. To turn this dream into reality, it's crucial to understand the importance of branding, networking, speaking, social media, email marketing, and relationship marketing strategies. These pillars can help you get known, get connected, and ultimately get paid to grow your business to new heights.

1. Branding: Building a Strong Identity

Your brand is your business's identity, and it's more than just a logo or a catchy slogan. Effective branding encompasses your values, mission, and the unique value you bring to the market. A strong brand not only makes you memorable but also builds trust and loyalty among your audience.

Investing in branding means developing a consistent visual and verbal identity. This includes your website, business cards, and marketing materials. Make sure your brand reflects your authenticity, as customers are more likely to connect with businesses that have a genuine and relatable identity.

2. Networking: The Power of Connections

The saying, "It's not what you know, but who you know," holds true in the business world. Networking is about building relationships with peers, mentors, and potential customers. These connections can open doors, provide valuable insights, and lead to partnerships or collaborations that can propel your business forward.

Continue attending events, conferences, and seminars to expand your network. Don't underestimate the power of online networking through platforms like LinkedIn, Facebook and Alignable. Engaging in meaningful conversations and sharing your expertise can help you connect with like-minded individuals.

3. Speaking: Establishing Authority

Public speaking is a powerful tool to establish yourself as an authority in your industry. Whether it's presenting at conferences, webinars, or creating reels and videos, sharing your knowledge and insights can boost your credibility and visibility.

Prepare a signature talk and engaging presentation that provides value to your audience. Over time, your speaking engagements can lead to invitations for more events, interviews, and collaborations, all of which enhance your reputation and drive growth.

4. Social Media: The Digital Showcase

Social media platforms are the modern-day marketplace for businesses. They offer a direct line of communication with your audience and an opportunity to showcase your brand's personality. Consistent and engaging content on platforms like Facebook, Instagram, and Alignable can help you connect with potential customers, referral partners and maintain relationships with existing ones.

Utilize social media advertising to target specific demographics and expand your reach. Share valuable content, engage with comments and messages promptly, and use data analytics to refine your social media strategy continually.

5. Email Marketing: Nurturing Relationships

Email marketing remains one of the most effective ways to nurture relationships with your audience. It allows you to communicate directly with your customers, share updates, and provide exclusive offers. Email marketing keeps you connected to your network and customers so that they remember you when it's time to buy.

6. Relationship Marketing: The Human Touch

Relationship marketing focuses on building long-term relationships with customers. It's about more than just transactions; it's about creating meaningful connections and providing exceptional customer experiences. Become an expert networker who gives first. Personalize your interactions, show appreciation, and go the extra mile to exceed expectations. Your network and customers become loyal advocates who not only continue to support your business but also refer others.

In conclusion, achieving six and seven-figure success as an entrepreneur requires a holistic approach that combines branding, networking, speaking, social media, email marketing, and relationship marketing. By mastering these drastic marketing strategies, you can get known, get connected, and get paid while positioning your business as a force to be reckoned with in your industry. Embrace these pillars and watch your entrepreneurial journey achieve drastic results!



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- **Relationship Marketing** strategies to close more sales.

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Why Hiring a Fractional CFO 2025 is Crucial to Thriving in 2025

By Joseph Shawver, CEO – Square Books

As we approach 2025, businesses face an increasingly complex landscape with shifting economic conditions, technological advancements, and financial challenges. Navigating this requires more than basic financial management—it demands expert strategic guidance. A fractional CFO (Chief Financial Officer) can provide this leadership in a cost-effective manner, offering high-level financial expertise without the expense of a full-time executive. Here's why hiring a fractional CFO for 2025 is a smart move:

1. Strategic Financial Guidance

A fractional CFO elevates your financial operations as they help craft a comprehensive financial strategy that aligns with your long-term business goals. Whether you're looking to scale operations, secure investment, or enter new markets, a fractional CFO provides expert insights to ensure your decisions are data-driven and strategic. They conduct thorough financial forecasting, helping you anticipate market shifts, plan for growth, and avoid risks before they emerge. Their guidance ensures you're always moving toward your goals with a clear, actionable financial plan.

2. Cost Savings and Efficiency

Efficiency is key to staying competitive in 2025. A fractional CFO can identify areas where your business can cut costs, improve cash flow, and optimize budgeting. Whether it's implementing business strategies, or eliminating inefficiencies, they ensure your financial resources are being used effectively. By streamlining financial operations, a fractional CFO helps you maximize profitability while avoiding unnecessary expenses. This approach not only improves your financial health but also gives you access to top-tier financial leadership without the overhead of a full-time executive.

3. Risk Management and Decision-Making

In 2025, businesses will face new risks, including economic volatility, changing regulations, and shifting market dynamics. A fractional CFO helps manage these risks by providing detailed financial forecasting and developing proactive strategies to address potential threats. They ensure you're prepared for uncertainties, whether that means adjusting your business model, securing funding, or safeguarding against regulatory changes. With real-time financial data and expert analysis, a fractional CFO enhances your decision-making process, helping you make informed choices that minimize risks and maximize returns. Their expertise also ensures your business remains compliant with evolving tax laws operations and make smarter decisions. This partnership ensures your business stays resilient, competitive, and poised for long-term success. and industry standards, preventing costly fines or disruptions.

In conclusion, hiring a fractional CFO in 2025 is a strategic investment in your business's future. By providing high-level expertise on a flexible basis, they help you navigate financial complexities, optimize operations, and position your company for sustainable growth. With their guidance, you can adapt to challenges, seize opportunities, and make informed decisions that drive innovation and success.

As the business landscape grows increasingly unpredictable, a fractional CFO offers the clarity and focus needed to stay ahead. Partnering with a seasoned financial expert ensures your business is resilient, poised for growth, and ready to thrive in the years to come.



JOSEPH SHAWVER

Square Books

✉ Joseph.Shawver@gmail.com

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The 50th Philippine Business Conference and Expo: A Journey of Connection and Growth

By Toni Harris Taylor, The Viral Networking Conference Host

On October 22-23, 2024, I had the privilege of attending the 50th Philippine Business Conference and Expo at the Marriott Grand Ballroom in Pasay, Philippines. Hosted by the Philippine Chamber of Commerce and Industry (PCCI) with the theme “Embracing Innovation, Empowering Business, Enriching Lives,” the event was a milestone in showcasing global business trends and innovative strategies.

As a foreign delegate, I was inspired by the wealth of knowledge shared and the warmth of Filipino culture. This experience highlighted the power of networking and showing up—principles I hold dear. My journey to the Philippines began years ago with a simple meeting in Houston. That one connection eventually opened doors to this incredible opportunity, proving that you never know where your network can take you.



The conference was not just about business insights; it was about embracing cultural richness. Wearing a traditional “batik” vest during the event symbolized respect and connection, enhancing my appreciation for the Filipino community’s heritage and hospitality.

One unforgettable moment was meeting my Filipino online business manager of four years in person. This interaction underscored the strength of trust and collaboration, even in virtual relationships.



A significant highlight was my induction into the Philippines-USA Economic and Business Council as one of its first American members. This honor allows me to serve as a bridge for fostering business relationships between the two nations.

The key takeaway from this journey is clear: success stems from showing up, embracing innovation, and empowering others. If you’re ready to explore new opportunities, let’s connect at MeetwithToniHarrisTaylor.com



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5 Keys to Jump-Starting Your Authorship Journey

By Dr. Toccara Nicole, The Identity Architect

Becoming an author is a dream for many, but the process often feels daunting. Where do you start? How do you bring your story or message to life? As someone who has walked the path of authorship and guided many others on their journeys, I'm here to share five keys to jump-starting your authorship journey.

As an author myself, I know the jumpstarting process can be a challenge. As one that has helped over 150 people become authors through my coaching programs, I wanted to share some important keys to assist those who desire to jumpstart their authorship journey no matter if you are a first time or fifth time author!

1. Embrace Your Unique Voice

Your story, perspective, and experiences are uniquely yours. Don't fall into the trap of thinking your voice isn't valuable or that your story has already been told. Authenticity is the foundation of impactful writing. Be confident in who you are and the message you've been called to share. The moment you embrace your voice, you unlock the potential to connect with readers who need your insight.

2. Start with Clarity of Purpose

Why do you want to write this book? What message do you want to share, and who do you want to impact? Answering these questions before you write a single word will give your project a clear direction. Writing with a purpose helps you stay focused and ensures your book resonates with your target audience.

3. Create a Writing Plan

Consistency is key when writing a book. Without a plan, it's easy to feel overwhelmed and lose momentum. Establish a writing schedule that works for you, whether it's 30 minutes a day or several hours on weekends. Set realistic goals for completing chapters or sections, and stick to them. Writing a book is like building a house—brick by brick, chapter by chapter, you'll get it done.



4. Surround Yourself with Support

The authorship journey can be lonely, but it doesn't have to be. Find a community of like-minded individuals who can encourage and motivate you. Whether it's a mentor, a writing group, or a coach, surrounding yourself with support will help you stay the course. Don't hesitate to seek guidance from someone who has already achieved what you aspire to accomplish.

5. Invest in Professional Tools and Services

Your book is a reflection of you, so it's worth investing in quality. Whether it's editing, cover design, or formatting, these details can make or break a reader's experience. If you're serious about becoming an author, treat your book like the business asset it is. You want your message to be clear, professional, and visually appealing.

Final Thoughts

The journey to authorship is about more than just writing a book; it's about stepping into your purpose and sharing your gifts with the world. Don't let fear, doubt, or lack of knowledge stop you. Take the first step, and trust the process. And don't forget...your book is a business!



DR. TOCCARA NICOLE
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Are you ready to jumpstart your authorship journey? It's time to build your foundation to expand your brand!

Dr. Toccara Nicole

**The Identity and
Authorship Architect**



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I'm Bringing Table 10 Events: A Networking Revolution

By Toni Harris Taylor, The Viral Networking Conference Host

As a business coach, networking strategist, and entrepreneur, I'm thrilled to share that I'm taking my signature Table 10 events to five major cities! These exclusive gatherings are designed to completely transform the way business professionals connect, collaborate, and grow their networks. My mission is to foster authentic relationships that drive real success, and with these events, I'm making waves in the business community by redefining networking.

What Are Table 10 Events?

Table 10 events are intimate networking experiences where I bring together a carefully curated group of 10 professionals. Each participant is handpicked to ensure a diverse yet complementary mix of industries, skill sets, and perspectives. The goal is simple: to create meaningful connections that lead to real business opportunities and personal growth.

Unlike traditional networking events that can feel overwhelming and impersonal, Table 10 is all about quality over quantity. In a structured yet relaxed setting, I guide attendees as they share their stories, challenges, and goals, helping them build authentic relationships that truly make a difference.



My Vision:

Building a Global Networking Movement

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Unlike traditional networking events that can feel overwhelming and impersonal, Table 10 is all about quality over quantity. In a structured yet relaxed setting, I guide attendees as they share their stories, challenges, and goals, helping them build authentic relationships that truly make a difference.

Final Thoughts

Table 10 is all about redefining the networking experience. By focusing on authenticity and meaningful connections, I'm helping professionals across the country build relationships that matter. Whether you're a seasoned entrepreneur or just starting out, I believe attending a Table 10 event could be the spark for your next big breakthrough.

Don't miss the chance to connect, collaborate, and grow with me at a Table 10 event near you!



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The Power of the Computer in Your Pocket: Run Your Business from Anywhere

*By Crystal Gomez, Small Business Technology Strategist
and Digital Literacy Educator*

In today's fast-paced business world, smartphones have evolved into much more than tools for communication. They are powerful, portable computers that enable entrepreneurs to manage their businesses from anywhere. With the right apps and digital tools, a smartphone can help you stay connected, organize your schedule, manage finances, and even maintain professional relationships—all while on the go.

Stay Connected and Collaborative

Effective communication is the backbone of any successful business. Fortunately, smartphones make it easier than ever to stay in touch with clients, partners, and your team. With apps like Zoom, Microsoft Teams, and Slack, you can communicate instantly through video calls, messaging, or file sharing. These tools enable you to conduct virtual meetings, collaborate on projects, and share critical documents in real-time—without the need to be physically present.

Efficient Calendar and Contact Management

Time management is crucial to business success, and smartphones are equipped with powerful tools to help you stay organized. Google Calendar and Microsoft Outlook enable you to schedule meetings, set reminders, and track appointments from any device. With calendar apps, you can synchronize your schedule across multiple devices, ensuring you never miss a meeting or deadline, regardless of where you are.

Use Digital Business Cards and QR Codes

In the digital age, traditional business cards are becoming obsolete. Platforms like Popl, HiHello, and Blinq allow you to create a digital business card that can be shared via QR code, text message, or a simple tap. This makes networking faster, more convenient, and paper-free. Additionally, you can easily update your contact information on digital business cards, ensuring that your professional network always has your latest details.

QR codes also serve as an effective tool for sharing important business information. You can generate a QR code that links to your website, social media, or payment details. Customers or clients can scan these codes with their smartphones, providing instant access to your business. This efficient exchange of information can enhance customer engagement, simplify transactions, and streamline communication.

Manage Projects and Finances on the Go

Managing your business remotely has never been more efficient. Smartphones support a variety of project management apps like Trello, Asana, and Monday.com, which allow you to organize tasks, set deadlines, and track the progress of your team in real time. These tools give you the ability to stay on top of projects, assign responsibilities, and collaborate effortlessly, regardless of location.

For financial management, smartphones provide convenient access to accounting apps such as QuickBooks, Xero, and FreshBooks. The ability to manage your finances on the go helps you maintain control and react to financial situations quickly, keeping your business running smoothly.

Conclusion

Smartphones have revolutionized the way businesses operate by integrating essential functions into one portable device. By embracing mobile technology, entrepreneurs can streamline operations, manage time effectively, and maintain productivity—all while keeping their business running smoothly from the palm of their hand.



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How I Transform Lives Through Paid Speaking Engagements

By Toni Harris Taylor, The Viral Networking Conference Host

In the world of business growth and networking, I've been fortunate to stand out as a dynamic speaker who inspires audiences to take bold, drastic steps toward success. With my engaging style, actionable insights, and contagious energy, I've had the privilege of becoming a sought-after paid speaker for conferences, corporate events, and professional gatherings around the world.

The Power of My Message

At the core of my message is a simple yet powerful philosophy: "Show Up! Be Up! Follow Up! To Blow Up!" This mantra is all about encouraging individuals and businesses to embrace authentic connections, take initiative, and consistently nurture relationships to achieve exponential growth.

Every opportunity to speak is a chance for me to inspire bold action, foster growth, and ignite transformation. If you're looking for a speaker who delivers energy, expertise, and impact, I'd love to be part of your next event!



My talks are not just motivational—they're transformational. I'm passionate about ensuring that every audience member leaves inspired, empowered, and equipped with practical tools they can implement right away.

Why Event Organizers Choose Me

Event organizers choose me because I deliver content that resonates with diverse audiences. My speaking engagements are known for:

- **Interactive Storytelling:** I connect with audiences on a personal level through relatable stories and examples.
- **Actionable Takeaways:** Attendees leave with clear, practical steps they can apply to their businesses or careers immediately.
- **High-Energy Delivery:** I keep the room engaged from start to finish, making sure the experience is memorable and impactful.

Whether I'm speaking to seasoned professionals or emerging entrepreneurs, I aim to be both relatable and insightful. My goal is for every participant to feel included, valued, and ready to take bold steps forward.

My Track Record as a Speaker

I've had the privilege of delivering powerful keynote addresses and workshops for a wide range of organizations, including:

- **National Business Conferences:** Inspiring industry leaders to embrace growth and change.
- **Corporate Training Programs:** Helping teams boost performance and collaboration.
- **Franchise and Small Business Events:** Sharing strategies for growth and scaling.
- **Networking and Leadership Summits:** Encouraging collaboration and relationship-building.

One of the things I'm most proud of is my ability to adapt my message to meet the needs of each audience. This flexibility has earned me accolades and repeat invitations from clients who trust me to bring energy, expertise, and transformation to their events.

If you're looking for a speaker who can inspire, empower, and equip your audience, I'd be honored to be part of your next event!

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Funding Your Dream: Traditional vs. Non-Traditional Ways to Finance Your Business

By Scott Bigley, Financial Advisor

Opening a new business is an exciting yet challenging endeavor that requires careful planning, dedication, and, crucially, capital. Whether you're launching a tech startup, opening a retail store, or starting a service-based business, one of the first hurdles to overcome is securing enough money to cover both initial startup costs and ongoing operational expenses.

The Need for Money to Operate a Business

Every business needs money to get off the ground and stay afloat. Initial capital is required for expenses such as registering the business, purchasing equipment or inventory, leasing space, and marketing. Beyond these startup costs, there are ongoing operational expenses like salaries, utilities, and product development. Without sufficient funding, even the most promising business ideas can struggle to survive.

Traditional Ways to Fund a Business

Traditionally, entrepreneurs have turned to a few common sources of funding to start and run their businesses. **Bank loans** are one of the most conventional options, offering fixed interest rates and predictable repayment schedules. However, qualifying for a bank loan can be difficult, especially for new businesses without an established credit history.

Angel investors or venture capitalists are another traditional funding avenue. In exchange for capital, these investors often demand equity in the business, which means the entrepreneur gives up some control and a portion of future profits. Another option is **personal savings**, which doesn't require taking on debt or giving up equity but carries personal financial risk. **Family and friends** can also provide funds, but this may lead to complicated personal dynamics if the business struggles.

Non-Traditional Ways to Fund a Business: 401(k) and Life Insurance

In recent years, many entrepreneurs are turning to non-traditional sources of funding, particularly 401(k) retirement funds and life insurance policies, to raise the capital needed to launch their businesses.

One of the most popular non-traditional methods is utilizing a **401(k) retirement account** through a process called **Rollover for Business Startups (ROBS)**. With a ROBS, an entrepreneur can roll over their 401(k) funds into a new retirement plan specifically designed for the business. These funds can then be used to cover startup costs like equipment, inventory, and operating expenses. The major advantage of using a 401(k) is that it doesn't require taking on debt or giving away equity. However, it comes with risks. The entrepreneur's retirement savings are at risk if the business fails, and setting up a ROBS can be complex and costly.

Another non-traditional option is to use a **life insurance policy** to fund a business. With a **permanent life insurance policy**, the policy accumulates **cash value** over time, which can be borrowed against. Entrepreneurs can tap into this cash value to finance their business without needing a credit check or giving up equity. However, borrowing against life insurance comes with its own set of risks. If the loan isn't repaid, the amount is deducted from the policy's death benefit, potentially impacting the entrepreneur's family's financial security.

Alternatively, an entrepreneur can use the life insurance policy as **collateral** to secure a loan from a bank or lender. This can help secure more favorable loan terms but still carries the risk of losing the insurance policy if the loan defaults.

Conclusion

While traditional funding sources like loans and investors remain popular, utilizing personal assets such as 401(k) funds and life insurance policies offers entrepreneurs alternative ways to access capital. However, these options come with significant risks, including the potential depletion of retirement savings or loss of life insurance benefits. Entrepreneurs should carefully evaluate the pros and cons of using these non-traditional funding methods and seek professional advice before moving forward.



SCOTT BIGLEY

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My Mission: Connecting Multicultural Communities to Franchising

By Toni Harris Taylor, The Viral Networking Conference Host

In a world where entrepreneurship drives economic growth and innovation, Multicultural Franchise Connectors, led by Toni Harris Taylor, is at the forefront of bringing franchising opportunities to underserved multicultural communities. As a nonprofit organization, we are on a mission to educate, empower, and connect diverse individuals with the resources they need to thrive in the franchising industry.

Breaking Barriers, Building Bridges

Franchising has long been a powerful avenue for business ownership and financial independence. However, many multicultural communities remain underrepresented in this space, often due to a lack of access to knowledge, resources, or connections. We are committed to changing that narrative by providing these communities with the tools to confidently explore franchising opportunities.

At our core, our mission is to increase multicultural representation in the franchising industry, promote economic empowerment, and foster diversity across the sector.

The Four Paths To Franchising

Multicultural Franchise Connectors operates through four strategic pillars, creating a comprehensive pathway to success:

1. *Become a Franchisor* - We support and guide successful business owners in franchising their operations.
2. *Become a Franchisee* - We provide education and resources for potential franchisees interested in purchasing and operating franchise units.
3. *Supply Services to the Franchise Industry* - We guide business owners to niche their services specifically for the franchise sector.
4. *Work for a Franchise Corporate Headquarters* - We assist individuals in securing employment opportunities within franchise corporate offices.

Through these four paths, we are dedicated to empowering multicultural communities and bridging the gap to create greater representation and success within the franchising world. Together, we are paving the way for more diverse entrepreneurs and professionals in this industry.

Fostering Collaboration and Partnerships

The success of this initiative lies in my ability to build a strong and supportive network. By partnering with established franchisors, local business leaders, and community organizations, Multicultural Franchise Connectors ensures that those we serve receive the guidance and encouragement they need to succeed.

These collaborations are essential to creating opportunities that go beyond traditional business boundaries, and they inspire a new generation of multicultural entrepreneurs.

A Vision for the Future

Multicultural Franchise Connectors isn't just about business—it's about creating a lasting impact. By encouraging business owners from underserved backgrounds to embrace franchising, I empower individuals to achieve financial independence, contribute to their communities, and inspire others to follow in their footsteps.

Through visionary leadership, innovative programs, and an unwavering commitment to diversity, I am paving the way for a more inclusive franchising industry.

For more information or to get involved, visit Multicultural Franchise Connectors at **MulticulturalFranchise.org**. Together, we can build a future where franchising opportunities are accessible to everyone, regardless of their background or circumstances.





MULTICULTURAL FRANCHISE CONNECTORS

*Empowering Diverse Business Ownership
and Enhancing Franchising Opportunities*

BRIDGING THE GAP BETWEEN MULTICULTURAL COMMUNITIES AND THE WORLD OF FRANCHISING

★ **CONNECTIONS**

★ **EDUCATION**

★ **MATCHMAKING**

★ **NETWORKING**

★ **PROFESSIONAL DEVELOPMENT**

★ **OPPORTUNITIES**

★ **RESOURCES**



FOUR PATHS TO FRANCHISING

1

BECOME A FRANCHISOR

Support and guide successful business owners in franchising their operations.

2

BECOME A FRANCHISEE

Provide education and resources for potential franchisees interested in purchasing and operating franchise units.

3

SUPPLY SERVICES TO THE FRANCHISE INDUSTRY

Support and guide business owners to niche their services in franchising.

4

WORK FOR A FRANCHISE CORPORATE HEADQUARTERS

Assist individuals to secure employment opportunities within franchise corporate offices.



MulticulturalFranchise.org



713.387.9273



Toni@ToniHarrisTaylor.com



SCAN ME

Transform Your Business with the Purpose, People, and Profits (PPP) Program

By Toni Harris Taylor, The Viral Networking Conference Host

Ready to attract your ideal clients and drastically increase your income without cold calling or being salesy? Join my PPP Program—The Purpose, People, and Profits Program. This group coaching experience, with me and expert faculty, will guide you through mastering key strategies to grow your business, build relationships, and boost your revenue.

What You'll Learn:

- **Master Marketing:** Create a strong brand, define your purpose, and know exactly who you serve to stand out and get noticed.
- **Networking for Referrals:** Develop a strategy to connect with your ideal clients and build relationships that drive business.
- **Leverage LinkedIn & Facebook:** Turn your contacts into clients with effective social media strategies.
- **Signature Talk & Webinar Strategy:** Craft a talk that attracts clients and learn how to create repeatable webinars to generate leads.
- **Sales Strategy:** Learn how to create compelling offers, close more deals, and stop discounting your value.
- **Follow-Up Systems:** Build systems to ensure you stay connected and don't lose clients due to lack of follow-up.

Coaching Details:

- **Twelve Private Coaching Sessions:** Two one-hour sessions per month for focused work on your business action plan, marketing strategies, materials, and your signature talk.
- **Four 30-Minute Spot Coaching Sessions:** Quick, targeted advice when you need it most.
- **One Year of Group Coaching:** Twice a month, one-hour group coaching sessions with a time determined by the group.
- **Exclusive Community Access:** Join the Drastic Results global network for ongoing support and connections.
- **Direct Support from Toni:** Email and text support for guidance anytime.

Why Join the PPP Program?

The PPP Program isn't just about growing your business—it's about growing the right way. You'll be guided through a journey of personal and professional transformation. You'll develop the confidence to master marketing, leverage networking, increase sales, and build a business that's sustainable, profitable, and aligned with your purpose.

If you're tired of feeling stuck or frustrated with lackluster results, the PPP Program will provide you with the tools, strategies, and support to take your business to new heights.

Ready to Transform Your Business?

Don't wait to start attracting your ideal clients and boosting your income. The PPP Program is your key to achieving the growth and success you've always dreamed of. Join me and my expert faculty to start your journey today!

For more information or to enroll, reach out to Toni Harris Taylor at 832-479-2088. Let's work together to unlock your business's full potential and create the income and impact you deserve!



RESOURCES FOR BUSINESS SUCCESS

As part of our commitment to providing valuable resources, we're excited to share a selection of affiliate programs we highly recommend. These programs have been carefully selected for their relevance, quality, and potential benefits to you. Explore these programs and discover new ways to enhance your business or personal projects.

PROGRAM	DESCRIPTION	TRY IT NOW!
 HighLevel	Power Up Your Business: Elevate Your Marketing and Sales with HighLevel's All-in-One Platform!.	
 Constant Contact	Drive revenue and boost your business with easy-to- use email marketing tools and award-winning customer support.	
 nowsite	The Best Social Media System Ever For Entrepreneurs. Results Guaranteed! The Easiest Marketing System Ever Powered by Artificial Intelligence	
 talkadot	Talkadot is the best way to get instant testimonials & data that makes it a no- brainer for new clients to book and rebook you -- because the data says so.	
 LegalShield™	Affordable Legal Help For Everyday Issues Legal advice and representation for pretty much anything.	

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WHAT TONI'S CLIENTS SAY...



Kel'sea Smith,
*Social Media Marketing
Strategist*

Toni is simply amazing! She is so knowledgeable and very helpful and well connected. Her wealth of knowledge and her connections are valuable! I'm so glad we met and she's helped me in more ways than one! I highly recommend and appreciate Toni for everything she has done!



Jessica Kaun,
Be Balanced Marketing Director

Why are we raving about Toni? For starters, her networking course has been nothing short of revolutionary for our franchisees. Amid a sea of information and strategies, Toni stands out by delivering clear, actionable, and most importantly, effective guidance. Her approach isn't just theoretical; it's heavily backed by real-world applications, making the learning journey both engaging and impactful.

What makes Toni's coaching truly stand out is her unparalleled support system. She's not just an instructor; she's a mentor, a cheerleader, and sometimes, even a friend. This personalized touch has significantly contributed to the high success rates among our franchisees.



Christopher Rego,
*Visionary Leader &
Franchise Innovator*

Toni Harris Taylor is a phenomenal speaker who delivered an amazing keynote at our Bricks 4 Kidz 2024 Conference in Las Vegas. She captivated our franchise owners from around the world with her energy, humor, and insights on how to take drastic steps to marketing, networking, building relationships, get connected, and be successful. She shared her personal story of overcoming challenges and achieving success as an entrepreneur and a sales professional. She also gave practical tips and strategies on how to network effectively, market yourself online, and close more sales. She inspired us to take action and reach our goals.

Toni Harris Taylor is not only a speaker, but also a coach and a mentor. She followed up with us after the event and offered us valuable resources and support. She is genuinely interested in helping us grow our businesses and achieve our dreams. She is a role model and a leader who we can trust and learn from.



Jami Stigliano,
*Founder & Franchisor
of Diva Dance*

Toni's presentation to my franchise community blew us all away! Her energy, engaging style, and inspiring message had every buzzing with excitement. Even in a virtual setting, Toni's message was conveyed effectively and had everyone dialed in! I'm appreciative to Toni for her time she spent preparing for our program - it was a great investment of time and money for us to bring this to our franchisees and their staff as a professional development session!



Shannon Wilburn, CFE,
Certified Franchise Executive

Her approach goes beyond conventional strategies, focusing on effective networking and personalized marketing tactics that resonate with audiences. Toni's ability to translate these concepts into actionable plans has consistently led to measurable increases in revenue and market visibility for those she works with.

Her commitment to the success of her clients, combined with her innovative methods, makes Toni an invaluable resource in the franchising sector. Any franchisee would greatly benefit from her guidance and expertise.



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WHAT TONI'S CLIENTS SAY...



Jennifer (Hughes) Hernández,
Senior Mortgage Loan Officer

Toni is energetic, connected, organized and most of all a FINISHER. In the year that I was coached by Toni, in 2023, I implemented more in my business than I had in years, as well as made invaluable connections from her network. Toni has amazing capacity, and a heart of gold to help others. I highly recommend her if you are looking to lead a life of action!



Sandra Simmons,
Owner, Money Management Solutions, Inc

Toni's approach is dynamic and innovative, encouraging clients to embrace visibility and stand out. Her Drastic Results Marketing and Sales Coaching program is not just a name—it's a promise, delivering strategies that lead to tangible, impressive outcomes.

The impact of her guidance is evident in the confidence and results I've seen in myself and fellow entrepreneurs as we Reboot our Marketing. Booking a session with Toni could very well be the most strategic and 'DRAAASTIC' move you make for your business's marketing success. Don't miss the chance to ignite your potential under her expert coaching.



Star Bobatoon, Esq.,
Owner @

Star Consulting, LLC
I hated networking! As a public speaking and storytelling coach, you put me on a stage in front of thousands and I am in my element. But just the thought of networking events made me anxious, stressed, and extremely uncomfortable. I thought the purpose of networking was to try to sell myself to some stranger that I just met. I hated it. Then Toni taught me that networking was really about building relationships. That took the pressure off and NIA provided the perfect community for networking.

With Toni's coaching and encouragement, I earned my NIA membership back within weeks and over \$40k in my first year. \$40k not trying to sell myself but by building relationships. Holy moly! Toni is truly the Networking Queen. She knows her stuff and knows how to teach others to succeed. I highly recommend her.



Matt Martin,
CEO @ RocketBarn

I have had the pleasure of sharing a stage with Toni recently. Her energy and commitment to helping local businesses owners produce drastic results through local marketing and networking is clear and infectious. I would highly recommend franchise brands connect with her to see how she can help catapult their franchisees to becoming higher performers and achieving drastic revenue growth!



Davina L. Coleman,
Vision Execution Coach

I highly recommend Toni as a marketing and networking guru. After completing her coaching program, my consulting business experienced tremendous growth based on the networking strategies she provided. Toni has a unique ability to help identify your niche and capitalize on your language and marketing position. She is caring and guides you through the process with genuine support. Thanks to her connections, I was featured on a podcast in Africa and have had the opportunity to grace many stages as a speaker, all because of her speaker class. Toni's expertise and guidance have been invaluable to my professional development, and I am grateful for the impact she has had on my career.



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**WHAT TONI'S
 CLIENTS SAY...**



Kristy Wills,
Amerant Regional Sales Manager

I highly recommend Toni for business and networking coaching. Her strategic guidance and emphasis on building meaningful connections have been pivotal in advancing my professional journey. With a keen understanding of industry dynamics, she offers practical advice that has significantly enhanced my networking skills and career trajectory. If you're seeking a coach to propel your career and expand your professional network, Toni is an excellent choice.



Lizzy Young,
Certified Franchise Executive

There is so much to say about Toni - I'd highly recommend her to anyone considering working with her, especially in the franchising space! Not only is she extremely knowledgeable and uplifting, but is such an excellent resource and is always willing to go the extra mile to help others. She is also a great connector (it's easy to see why everyone refers to her as the Queen of Networking!) I've had the pleasure of getting to know Toni in a professional setting, and I always know I can count on her. I consider myself privileged to know her and I consider anyone who gets the opportunity to work with her equally as privileged!



Nikki Smith,
Image Coach & Personal Stylist

I am thrilled to have the opportunity to write a glowing review for Toni Harris Taylor as my business coach over the past 4 years. In a single word, she has been nothing short of exceptional.

From the very first session with Toni, it was evident that her expertise and passion for helping entrepreneurs achieve their goals was unparalleled. Her vast knowledge and experience in various industries provided me with valuable insights and guidance that I couldn't have obtained elsewhere. Toni's ability to understand complex business challenges and break them down into manageable steps is truly remarkable.

One aspect that sets Toni apart from many other coaches is her genuine dedication to her clients' success.



Tracy Hill-Oriyomi,
How Money Works Coach

If you are looking to take your business to new levels, I highly recommend that you connect with Toni Harris Taylor. She doesn't just talk the talk, she walks the talk. She is all about building relationships on purpose and helping you to grow as a professional. I attended her conference this past September and received tremendous value! She's the real deal!



Arba Cooper,
Digital Technologist
 invested in Toni Harris Taylor's coaching program when I purchased my networking franchise because I saw how successful she was with hers. At that time, I was burnt out from designing websites and Toni rekindled my joy. She helped me rebrand as The Digital Technologist. My first-year revenue increased by 38% because she taught me how to set my prices based on value instead of my emotions.

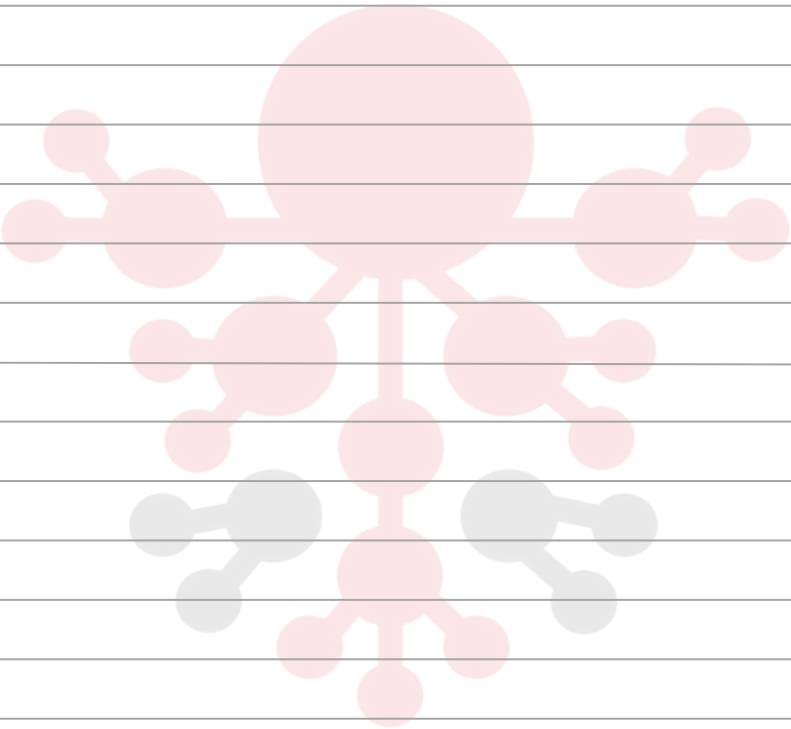
I participated in all of Toni's drastic challenges, including publishing my first book! Toni introduced me to so many successful people through her coaching program that my calendar stays booked with speaking engagements and 1-2-1 networking meetings. Toni is truly, The Coach that Connects™!

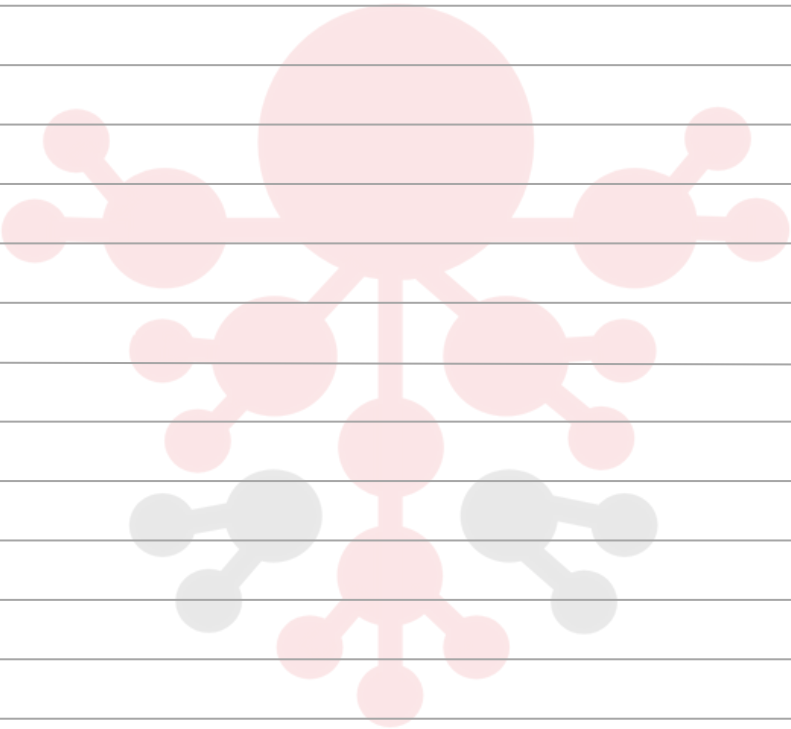


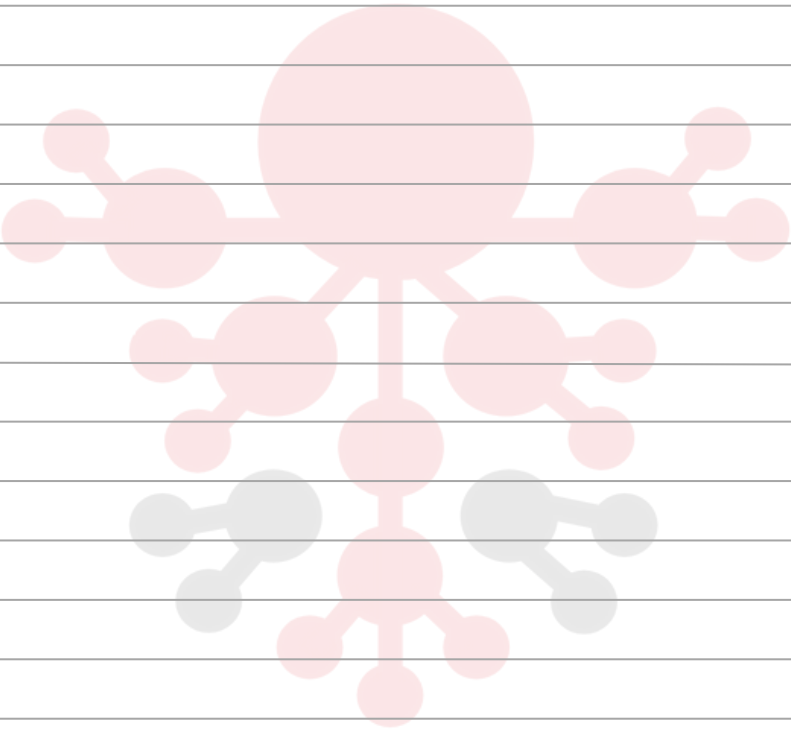


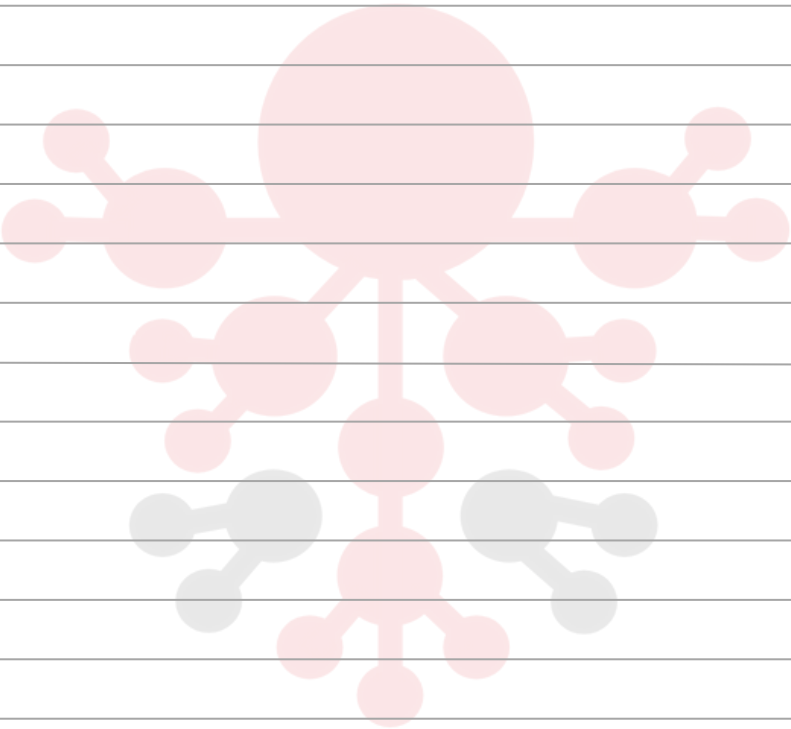
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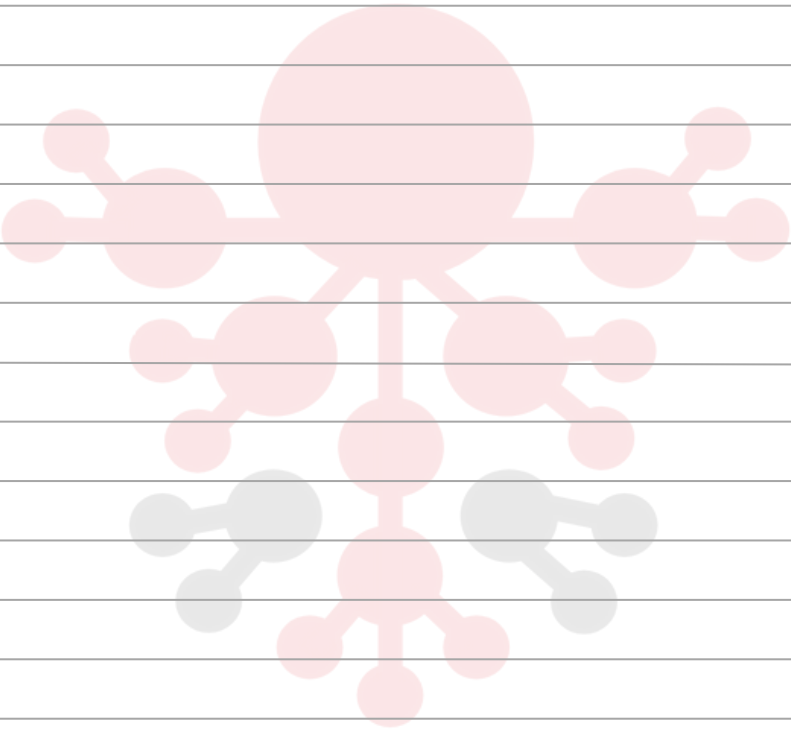
*Know your fears , own them
and make a plan to move
past , over , around and
through them.*

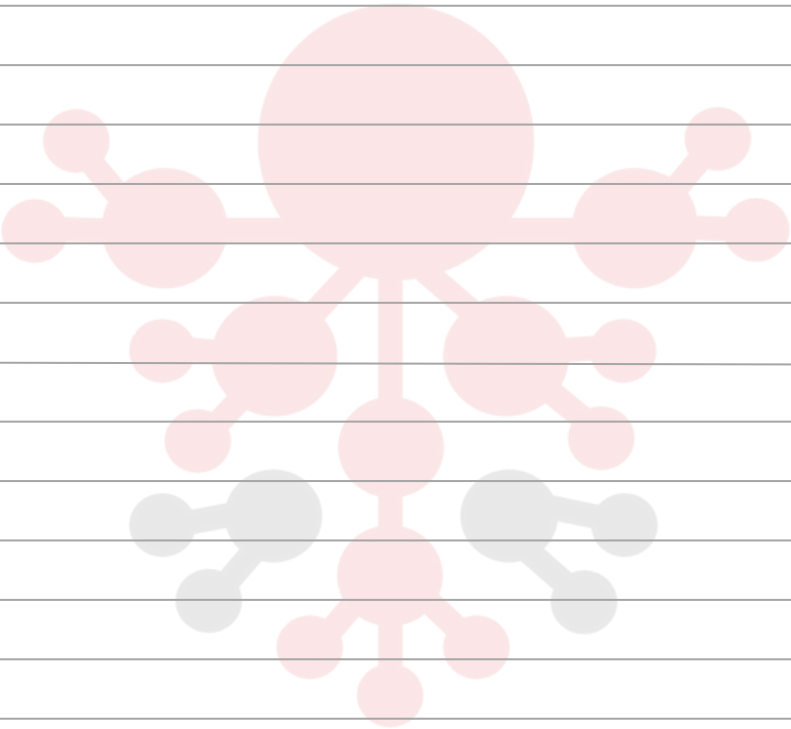


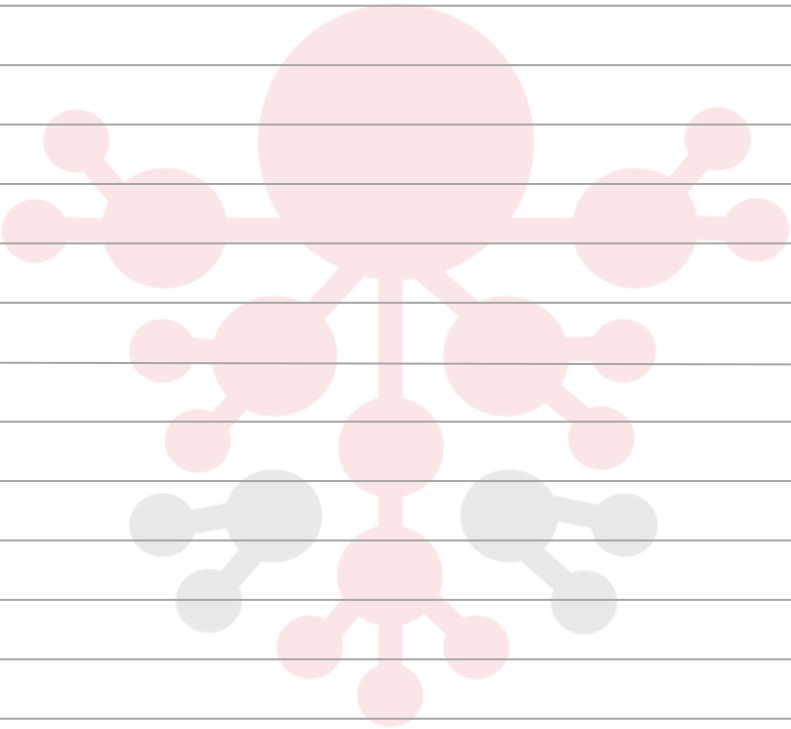


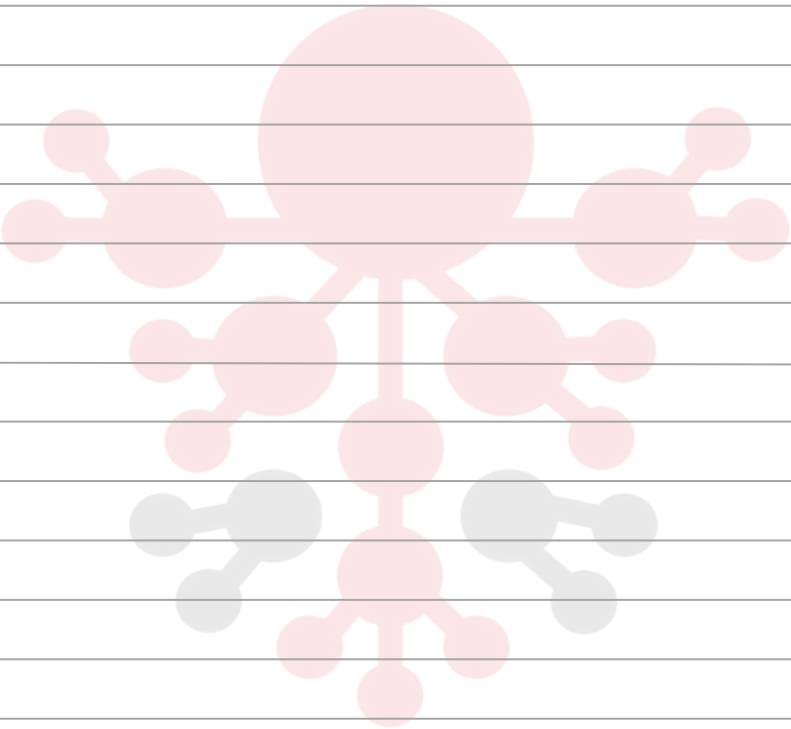


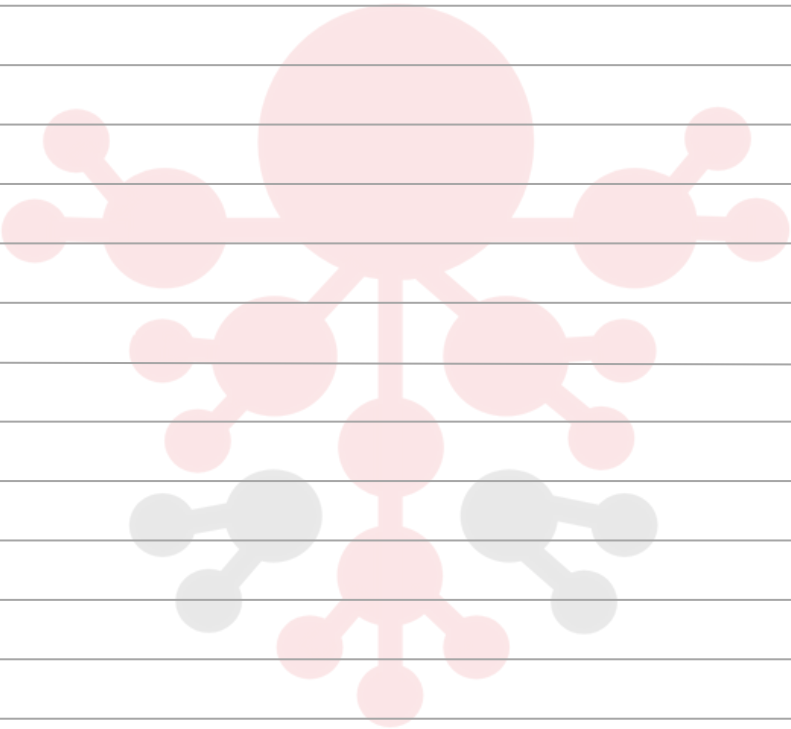


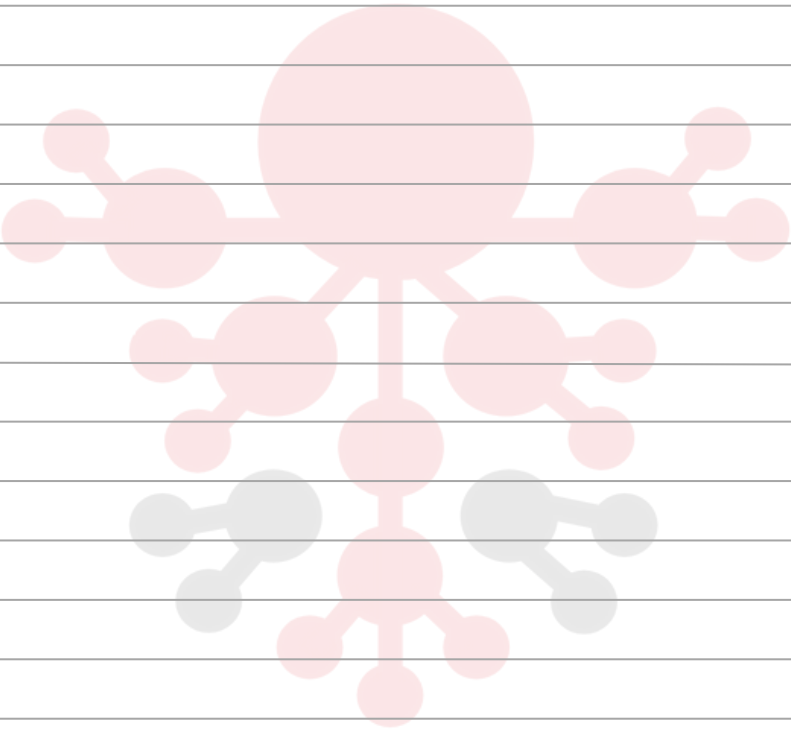












Thank you

Dear Attendees, Sponsors, Speakers, Volunteers,

Thank you for investing your time, energy, and passion into this conference. Your willingness to show up, be present, and engage fully has been inspiring, and I am honored to have shared this experience with you.

My hope is that this workbook, along with the lessons, connections, and strategies you've gained here, will serve as a catalyst for your growth and success. Remember, taking drastic steps toward your goals starts with action. Use the tools and relationships you've built here to elevate yourself, your business, and your community.

As you continue your journey, know that you are not alone. I encourage you to stay connected, keep showing up, and always follow up to blow up!
Thank you for choosing to grow with us. I look forward to celebrating your future successes.

Toni Harris Taylor