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Your Guide
to Branding
and Growing
Your Health
& Wellness
Practice

Differentiate

MAGAZINE

SUCCESS LEAVES CLUES:

*5 Pillars to Help
Women Entrepreneurs
Rock the Last Quarter*

*5 Tips for Using
Social Media
WITHOUT "THE ICK"*

Interview with Direct
Marketing Strategist
& Copywriter

Dan Kennedy

*Toxic
Positivity*

*Enhance Your
System Security*

**WHAT'S
UNIQUE
ABOUT
YOUR
BUSINESS?**

*#Hashtag
WHAT?*

PREMIER ISSUE

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MAGAZINE

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Welcome to the premier issue of Differentiate!

I'm so excited that you have decided to join us on this journey. I want to take a moment and share with you my vision for this magazine.

Differentiate is dedicated to helping health and wellness practitioners grow their businesses. This is accomplished through providing the best, most relevant information that they can take action on in areas of their practices (excluding actual clinical information).


This magazine grew out of my desire to better educate health and wellness professionals about the importance of branding. The more that I thought about the concept the more I wanted to make this magazine one that would be a repository of critical business information that just isn't taught in the courses to become a professional health and wellness practitioner. The information that is critical to running a successful practice - how to market and get patients, how to stand out from a crowd of other practitioners, how to make sure your in compliance financially, legally, how to handle being an employer and dealing with all the issues that come with employees.

We will provide information on Finance - *building and managing personal wealth, managing taxes, etc.*; Legal - *minimizing liabilities, legal Q&A, malpractice issues, etc.*, Marketing - *branding, advertising, patient recruitment*; Patient Relations - *customer service, patient retention,*

patient education, etc.; Personal Development - *leadership, communication skills, motivation, ethics, etc.*; Practice Management - *such as managing a staff, managing accounts, billing, collections*; Technology - *office technology, computers and software*; Wellness - *nutrition, self-care, acupuncture, homeopath*. This list is not all inclusive, if there is something that we feel would be of benefit to our readers we will happily include it.

If there is something that you would like to know more about, please let us know and we will find experts in that field to bring you resources and information so that you can make informed and educated decisions for your practice.

I know that you went into this field because you want to help people. Here at Differentiate, we want to help too... by helping *you* be the most successful practitioner you can be. By presenting you with articles with educational and actionable content, and including advertisements for businesses that want to help you succeed.

One of the main tenets in branding is to differentiate. We are here to help you do that, and hopefully in do so, we will differentiate ourselves from all of the other magazines and service providers out there. 



Alice Pettey is the Editor-in-Chief of Differentiate Magazine as well as the founder and Lead Brand Strategist of Neurotic Dog Studios, a branding agency focused on the health and wellness industry.

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MS. PETTEY DEVELOPED THE BRAND MY PRACTICESM PROGRAM WHICH TAKES PRACTITIONERS THROUGH THE PROCESS OF IDENTIFYING THEIR PRACTICE'S EXISTING BRAND, DEVELOPING AN INTENTIONAL BRAND STRATEGY AND ROAD-MAP FOR IMPLEMENTING THE NEW BRAND THROUGHOUT THE PRACTICE. SHE HAS ALSO WRITTEN A BOOK: *BRANDING YOUR PRACTICE: A COMPREHENSIVE GUIDE TO BUILDING A STRONG BRAND IN HEALTH & WELLNESS* WHICH IS NOW AVAILABLE.

ARE YOU OR YOUR PATIENTS EXPERIENCING

*“Toxic Positivity”?*DISCOVER WHAT “TOXIC POSITIVITY” IS
AND TECHNIQUES FOR OVERCOMING IT

I used to think that it was my mission in life to ‘stay positive,’ no matter what. Whatever went on in my family I’d be the shining light. I only need to maintain a positive attitude, and all would be well. Because so many people told me growing up that I was so happy and positive, I decided that was the way I had to be. Even if I wasn’t feeling happy. If I was really angry, I would still put on that positive spin and try to make the best of things. When I was sick or hurt, I did my best to put on a brave face and carry on.

Many, many years later I became aware of how our minds can sabotage us into unhealthy ways of thinking. It’s just a fact of life that if you’ve lived on the planet for any number of years, you’re gonna have some thoughts that aren’t serving you – that hold you down – so to speak. Some of them are actually demoralizing, and could be downright terrifying, if you were

to say them out loud to someone else!

Now that I practice Positive Intelligence I’m aware of these inner saboteurs, and one of them is the “people pleaser.” I realize it’s something that I’m still working on. I’m so grateful to have this knowledge that I can share with others.

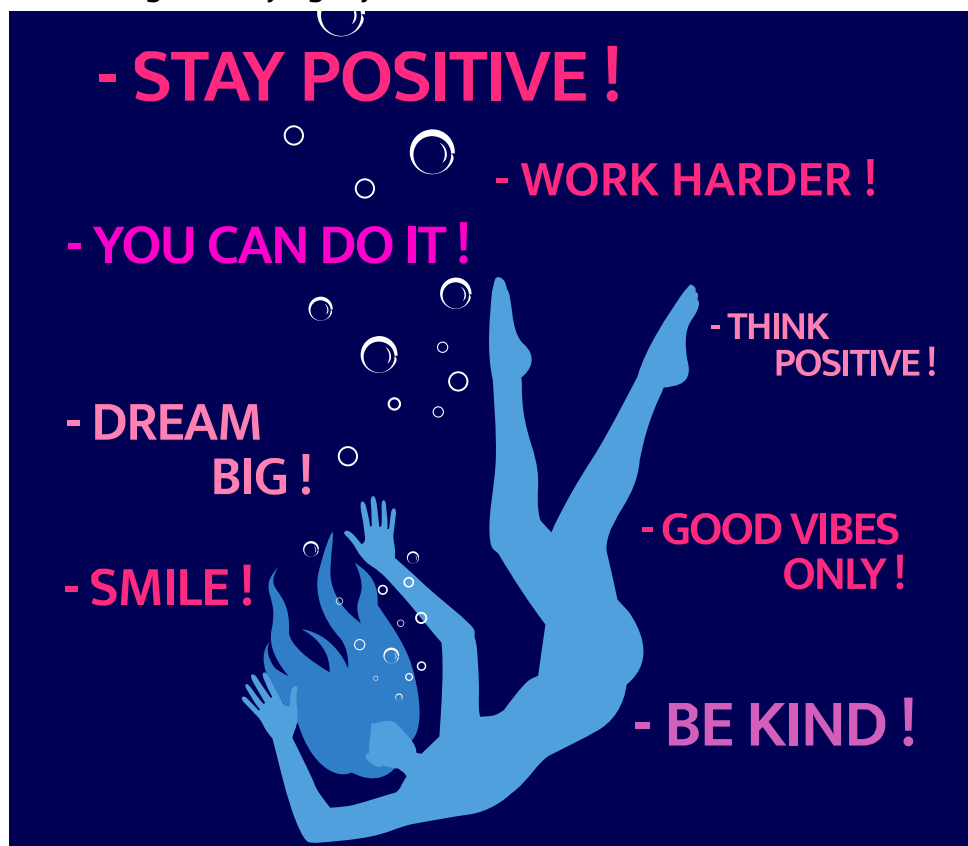
The “People Pleaser”

Being a people pleaser meant that I would, at any cost, try to make everyone else happy, even at the sake of my own happiness. Nobody wanted to be upset, or see me upset, and therefore it was my job – my vocation – my calling – to make sure that I would figure out a way to fix things. And, if I couldn’t, I would figure out a way to put the blame on myself, so the other person wouldn’t feel bad. I was definitely practicing ‘toxic positivity.’

I wanted to bring this up because it’s something I’ve seen and experienced many times. Something much more problematic than a negative attitude, and that’s one of toxic positivity.

Toxic Positivity

Well, when some people go into a healthcare office, be it the doctor or dentist, what’s more problematic than those that are overly expressive and exaggerative about how miserable they feel, are the ones saying nothing at all. I’m talking about the people who don’t wanna make waves, don’t wanna



Toxic Positivity

Stop Being So Negative!

You Just Have To Be Positive!

Never Give Up!

You Should Look For The Good!

There Are Worse Things Out There

I'm Sure It's Not As Bad As It Seems

It Will All Be Ok.

Hope & Validation

It's Normal To Feel Negative In This Situation

I'm Sure It Feels Hard To Be Positive In A Situation Like This

It's Okay To Give Up Sometimes

It's Probably Hard To See Any Good In This. How Can We Make Sense Of It?

This Is Really Tough And I Am Here For You

This Is Hard, But I Believe In You To Get Through It.

I Understand Why It Doesn't Feel Okay Right Now.

say anything because they don't want to look bad, at any cost. They plaster on that smile, and hope that the healthcare person won't find something wrong, because if they do then they, the patient, have 'failed somehow'. Or they hope that the doctor is at least clairvoyant, so they don't have to offer details.

If you're a people pleaser, you might decide not to 'bother' the doctor with details. You put a positive spin on how you're feeling, and even if you're scared about what's happening with your body; you don't want to come across as 'difficult.' So you just say "oh I'm fine," even if you're anything but!

Disarm & Repel Toxic Positivity

So, what could help repel toxic positivity? Well, one thing you could do is practice an awareness of the need to only handle what needs to be handled in the present moment. Overwhelm can take over quickly any fears from family, friends, social media, etc., can bring a sense of panic and a need to make things look good on the surface.

It's so important that doctors and dentists:

1. Let the patients know they know we're all doing our best.
2. Have a level of empathy that the patient can feel
3. Understand that patients might try to stifle their true fears and concerns.

If patients feel they have been dismissed before, why try now. This attitude could increase their distress and stop any effective communication to get the patient feeling better.

I would say for people who worry about going to appointments and for those stuck in a people pleaser mode: know you're **AMAZING** in making others feel better. Now you need to make sure that you're



making yourself feel better.

Tools to Help

You can create many different tools to help you:

- mantras
- affirmations
- movements
- music

Something that is going to help displace the constant nagging, worrying thoughts that can accompany us especially if we're worried about symptoms, or a possible diagnosis, or if we feel we need to go get some care but not sure how to ask. **Clapping your hands, rubbing your fingertips together, jumping up and down, making some noise!** Whatever you have to do to create a new moment in our thoughts, because that **helps us feel in control**, and we all deserve to be in control of our thoughts. We all have the power to choose what we're thinking, to think in a positive way.

True Positivity

Maintaining a true positive outlook is **knowing that no matter what is coming your way you can handle it**, and a key is only handling your 'stuff.' A lot of times we tend to put other people's stress on ourselves, their fears, their anger, their frustrations, but we were only meant to handle the stuff that's ours. Anything else puts you into a persistent state of stress which is terrible for your mind and **definitely detrimental over time for your body**.

If I were to offer any advice to people, as far as how to maintain a positive attitude, I think I would say to stop trying to maintain a positive attitude. Why? Because


it isn't about maintaining so much as being curious about what we're feeling in the moment, and being okay with it, knowing moments pass.

I love being a Positive Intelligence coach and helping people see we all have some saboteurs in our minds, and at any moment, with love and practice, we can guide our thoughts back to a place of knowing, as long as, we're in the moment, this is the best way to get

the care our bodies need.

It's not about slapping on a grin as the sky is falling all around. To have a positive attitude is not about trying to make everything great and make everyone feel happy all the time. *It's really about understanding that when we have the tools to handle what life is giving us on any given day*, and if the stuff that we're dealing with is ours, then it's actually much easier to maintain a sense of well-being.

That's the positivity vital for our bodies and our mind.

We all need to be acknowledged and validated, and when patients feel this, it opens a new world of positive possibilities. 

Tif Loeffler is a Positive Intelligence Coach who assists individuals with taking back control of their lives. Connect with her on: [linkedin.com/in/tif-loeffler/](https://www.linkedin.com/in/tif-loeffler/) | [instagram.com/tifloeffler/](https://www.instagram.com/tifloeffler/) | [facebook.com/tif.loeffler](https://www.facebook.com/tif.loeffler)

Hi, I'm Tif Loeffler, YOUR **Positive Intelligence Coach**

What's that?

Glad I asked! 😊

You see, our mind is filled with thoughts—we have **1000s every day!**



These thoughts can be really good, like our **best friend**, but they can also be so bad they're our **worst enemy**.

If that's the case I've got just a few questions:

- Which thoughts are running your business?
- Your finances?
- Your marketing?

Is it your **best friend** talking to your clients and patients?

Or your **worst enemy** stopping you from intros and follow ups??

- How about which good or bad thoughts decide how you *speak* with your family and friends?
- And, most important, is it your best friend or worst enemy in **YOUR** thoughts day in & day out?

Do you ever look at something in your life and your thoughts tell you *it'll never change*?

But you want it to... you know it can... and **you're right**.

The **power to change** is at your fingertips *are you ready?*

Say YES!

**Let's connect -
Talk with Tif**



<https://calendly.com/tifloefcoach/talkwithtif>

SUCCESS LEAVES CLUES:

5 Pillars to Help Women Entrepreneurs Rock the Last Quarter

Hey amazing women entrepreneurs! As we approach the final quarter of the year, it's time to gear up for a fantastic finish. You know the saying, "Success leaves clues," right? Well, this article is packed with powerful ideas that can help you make the most of these last few months and set your New Year up right. Let's dive into decoding these clues and make the rest of the year epic.



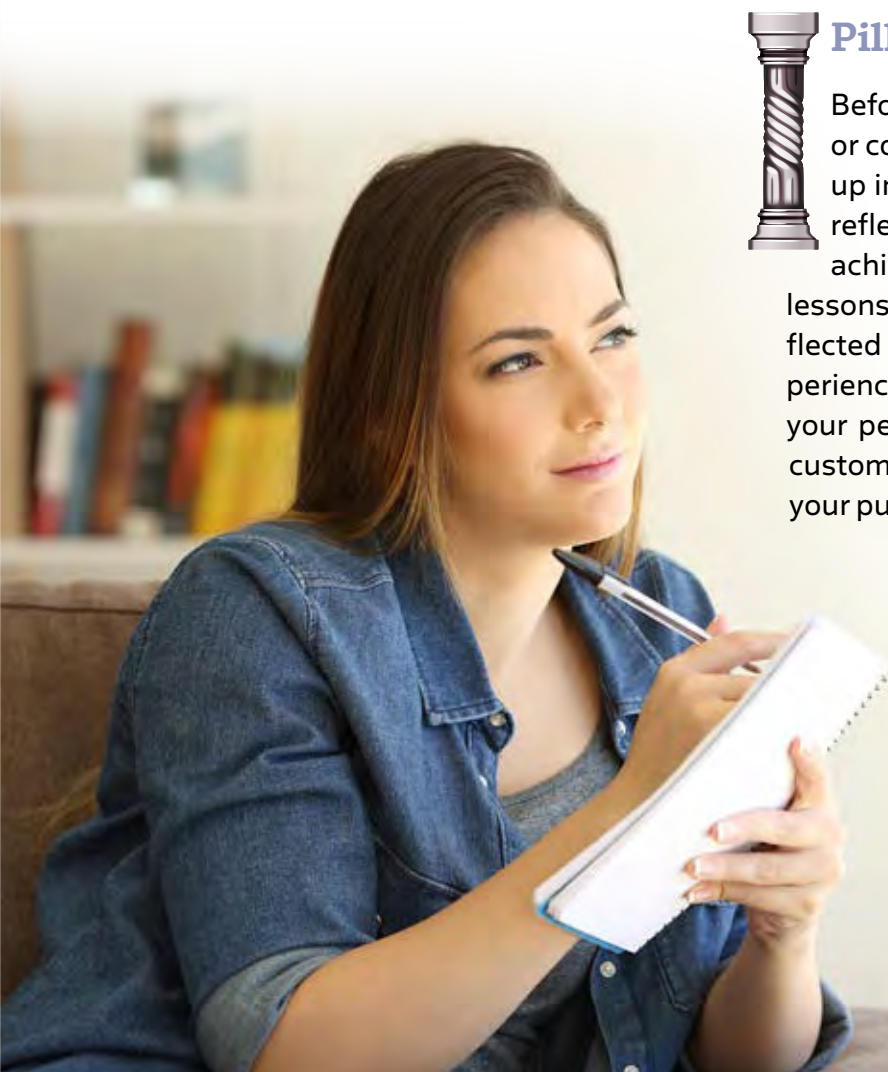
Pillar 1: Reflect on Your Progress

Before we dive into the last quarter, grab a cup of tea or coffee, a notebook, and pen. Often, we get so caught up in being productive that we forget to look back and reflect on the journey so far this year. What have you achieved? What obstacles did you overcome? What lessons did you learn? Sometimes, success may not be reflected by an increase in your bottom line. You may have experienced personal or professional growth that has shifted your perspective, setting you up to attract more clients/customers, receiving more money, or aligning you with your purpose.

Take some time and ask yourself:

- What are my most fantastic wins so far? (big and small)
- What hurdles did I face, and how did I leap (or stumble) over them?
- What lessons have I learned that will light my path through the last quarter and beyond?

Gift yourself this thoughtful review to pat yourself on the back. This process helps you discover patterns, strengths, and areas where you have transformed or need to grow.





Pillar 2: Set Clear Goals

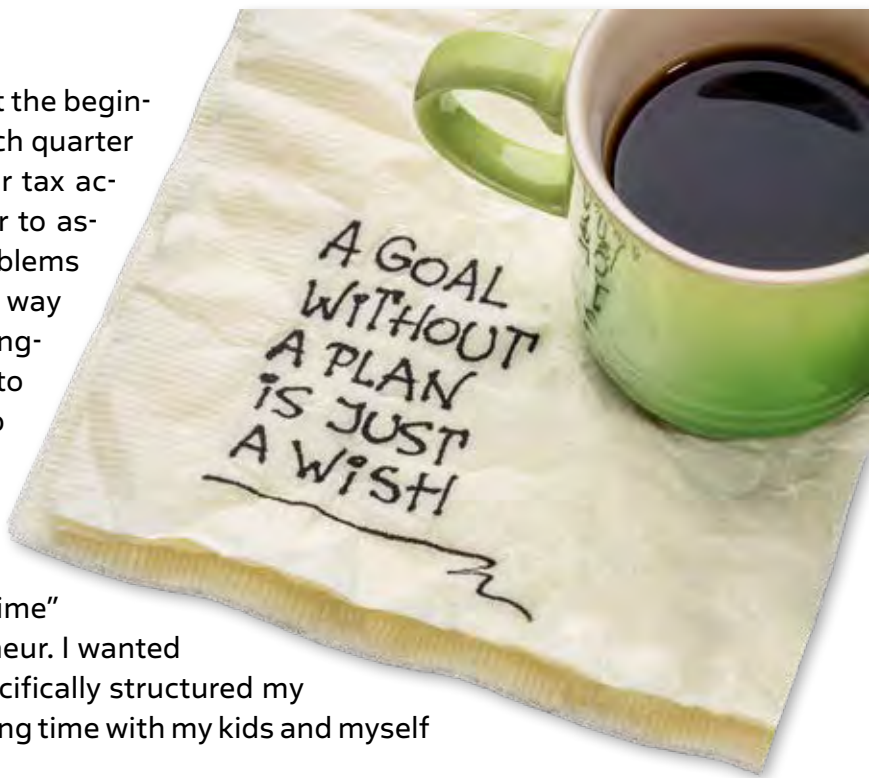
We think of goal setting as something we do at the beginning of the year. However, setting goals for each quarter helps you realize greater success. As a former tax accountant, I meet with my clients each quarter to assess their goals and provide solutions to problems they encountered during the previous quarter. That way we didn't wait until the end of the year to make changes. Far too often people wait until the end of the year to review their progress, believing next year they will do better.

Let's talk about setting clear and exciting goals for the last quarter. Define what success means to you. For example, I determined a long time ago that "time" was the most valuable aspect of being an entrepreneur. I wanted to have time with my kids and time for myself. I specifically structured my business around what I wanted most, versus squeezing time with my kids and myself around my business.

As you look at your goals for the final quarter use the SMART goals model:

Specific	Spell out exactly what you want to achieve.
Measurable	Set up ways to track your progress. For example, if you need 2-3 more clients, then what is your typical conversion rate? If your conversion rate is 1 in 25, then you'll need to talk with at least 50-75 people to reach your 2-3 new clients. As you look at this goal, how will you track your progress?
Achievable	Keep it real, make sure your goals are within reach. Now I'm all about "shooting for the stars." However, if you've only made \$20,000 this year, reaching the million-dollar mark may be out of reach, unless you've already got some goodies in the hopper. I often recommend my clients have Gold, Silver and Bronze goals. The Gold goals would be a pie-in-the-sky, if this was a perfect world type goal. Silver goals are a step below that and Bronze goals are the most achievable ones.
Relevant	Align your goals with your ultimate dreams. Time-freedom and creating multiple-streams of income have been my guiding goals as an entrepreneur. Be honest with yourself. Why do you have this business? Diving into your Why is a fabulous way to get to the heart of your business.
Time-bound	Set specific deadlines for your goals to light a fire under you.

Breaking your goals into smaller, manageable tasks for the last quarter will make them feel more achievable. This process is exactly why I set up GoddessPowered Momentum Zone. With my clients, I saw they were unable to stay on track with their goals. The Momentum Zone is a virtual workspace that meets weekly. We each identify our top priorities for the week and at least 3 action steps to take towards reaching each goal. This process helps each of us prioritize like a boss, monitor progress, and maximize our effectiveness. It's a definite recipe for success!



Monetize Your Message Supersize Your Success Expand Your Impact

We are on a mission to provide the tools and systems to transform your Ideas into the Income and Impact by

- Clarifying Your Goals, Vision & the Impact
- Magnifying Your Superpowers
- Strategizing Your Goals & Actions Steps
- Manifesting More Clients
- Boosting Your Confidence
- Breaking Through Money + Success Blocks & Master Your Mindset



“I discovered how to go deeper and change my mindset and feeling worthy of receiving more. Since working with Jana, I’ve made leaps and bounds financially and spiritually. As I heal, the more open I am to receiving wealth and abundance. Jana has been a fabulous leader in empowering my relationship with money and my business.”

— Kathy C.

“I’m creating the life I’m meant to lead. By participating in her courses, I’ve seen a difference in healing my personal and family patterns around success and money. As a result I’ve boosted my finances and restructured my mindset.”

— Cheryl L.

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Pillar 3: Build Strong Relationships


Relationships are the secret sauce to any business. Discovering how to build strong relationships is the foundation everyone needs to master. Whether it's building and nurturing relationships with our clients, partners, and fellow entrepreneurs, relationships are vital to your business success.

A part of building healthy relationships is determining the type of relationship you have with others. For example, you could be a referral partner. This simply means that you may have a similar target audience yet offer something different. And let's face it, we are not everyone's cup of tea. When someone doesn't buy your product and service, having someone you can refer them is a good business practice. Remember, whatever you do comes back to you. Even if it isn't referring people back to you, someone else will.

The more we work together, the more successful we will all be. Use this quarter to forge new relationships and strengthen existing ones. Reach out to past clients, collaborators, or mentors. Reconnect and explore opportunities for new collaborations or referrals. Find networks that you resonate with to build relationships that lead to greater success for everyone.



Pillar 4: Embrace Continuous Learning



As women entrepreneurs, we know that learning never stops. Business is always evolving, and we need to keep up. Dive into books, follow the examples of other successful people, take online courses, workshops or hire a coach. Invest in your growth and development. While working as an accountant, I typically recommended our clients reinvest 20-30% of their business income into personal and professional development. What could you consider exploring to improve your business? Maybe it's improving business and money skills. Perhaps it's mastering your mindset and overcoming sabotaging behaviors such as procrastination. Or maybe creating a strategy would give you clarity and a roadmap for your success. Reinvesting in your business means you're in it for

the long haul versus short term gains.

Seek out knowledge, skills, and mentors that empower you to make informed decisions and adapt to changing times. This could be something specific to your industry or improving your tech knowledge. Upgrading your business and money skills is vital to managing more money when you get it. When I was working as a tax accountant, I saw the same thing every year. As I reviewed the numbers with my clients, they were often surprised at how much money they made, yet wondered where it went. It's important to know your numbers and have a plan for the money you receive. It's easy to spend everything without preparing for the future, always feeling like you're chasing moo-lah-lah.



Pillar 5: Success Leaves Clues

The last quarter of the year goes fast. In fact, by mid-December most people are no longer thinking about business. That means you'll want to keep a close eye on your goals, action steps, and performance. Track your progress daily or weekly, depending on your goals to ensure you're sliding through the year, anticipating that you'll gather speed in the year ahead. Gather feedback from customers, colleagues, collaborators, and your team to stay focused. Success leaves behind data and insights that guide your decisions and progress.

Be ready to tweak your strategy based upon what you learn along the way. Stay resilient for any unexpected curveballs or open doors to new opportunities. Embrace change with a positive outlook and view setbacks as stepping-stones to your success. By staying flexible and responsive, you can turn challenges into chances for growth.

Finally, celebrate your wins, big and small! Recognize your successes to boost your spirits and motivate your success. Express gratitude for the support and contributions of those who have been by your side.

Embrace this last quarter, remembering that success is a journey, not a destination. The clues are all around you, ready to guide you towards your goals and dreams. As you embark on this last quarter, reflect on your journey, set clear goals, build strong relationships, embrace continuous learning, and follow the breadcrumbs of your success. With determination and a positive mindset, this last quarter can be a springboard to bigger, bolder achievements in the year ahead. You've got this! I see BIG success for you!



Jana Groscost, a seasoned business & money coach, speaker and author of the international best-selling book *Goddesspreneur Game Plan*. I love empowering Goddesses in creating a Rockin' Business that provides them with the income and make the impact that feeds their soul. You can contact Jana at Goddesspreneur.com.



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Reach out!
We'd love to connect! info@myndmyself.com

A portrait of Dan Kennedy, an older man with white hair, a mustache, and glasses. He is wearing a blue and red striped blazer over a light blue button-down shirt. He is sitting at a desk with his hands clasped in front of him. The background is a dark, solid color.

INTERVIEW WITH DAN KENNEDY

by Parthiv Shah

Marketing Automation

2022 & BEYOND

Parthiv: I'm getting an opportunity to ask Dan Kennedy some questions about "tech", about automation, a subject many people might think an odd fit for him – but I can assure you that he is familiar, engaged, and has definitive viewpoints and advice. I'm not going to take time to recite Dan's biography or resume, you are probably familiar. He is in his 5th decade of being paid kings' ransoms for his strategic advice about marketing. Dan, I have questions... questions I don't think you've been asked by others...

Dan: Well, let's hope I have answers.

Parthiv: Why have you pushed your clients and business owners following you to Marketing Automation?

Dan: I lived and built businesses when dinosaurs roamed. We did everything via manual labor, so marketing, both front-end, for lead production and customer acquisition, and for follow-up, after missed sales opportunities or after first purchase, was severely constrained. It was slow, expensive, difficult, and it required enormous discipline and determination to do it. At one point, I was running a company where we were doing large quantity multi-step direct-mail, with list segmentation, using 33-up Avery® mailing label sheets, done on an IBM typewriter, put in tickler files. A client had a computer database program and a multi-step trigger system for follow-up he had gotten built from scratch for his company, and he generously sent his nerd over to install it for us. It was primitive by today's standards, but it was rocket science then, and it changed a lot. Fewer people doing clumsy things, speed, more capability equaled doing more, lower costs. Note the "fewer people". We literally doubled the value of every lead. Later, when my company became Glazer-Kennedy®, the database management, the marketing implementation became much better and more sophisticated, with better tools – but it was still cumbersome and difficult, and as bad or worse, it was something we could do but many of our member-businesses could not "model" and use.

Parthiv: So, about that time, you were a founding investor and supporter of Infusionsoft, now Keap®. Why?

Dan: The members of my Inner Circle – now living as MagneticMarketing.com – were actually "stuck" like I had been stuck, although in a much more advanced place. I provided them with very smart, very effective, very comprehensive direct marketing strategies for any business, A to Z, small or bigger, and they understood them and wanted to do them – but most were stymied and frustrated by the implementation. As a practical matter, the small business had to add staff, use several different software products that wouldn't communicate (interface) with each other so manual bridging was necessary and errors occurred, good data was hard to come by, and it was just too much for the butcher, baker, candlestick-maker, chiropractor, lawyer, independent salesman to bear. And I had no good solutions to offer. Clate Mask literally built the original Infusionsoft to fix all this – as we said then, to conquer the chaos, integrate all marketing, and get things done. Years have passed since then, and Infusionsoft, now Keap, has had evolutionary and revolutionary changes, as has the entire field of Marketing Automation.

Parthiv: What is your current thinking about Marketing Automation?

Dan: First, it has new, extra essentiality. The Pandora's Box of media; online media available, to use and manage...the labor shortage and wage inflation...the expectations of customers – the way they judge a business by response time...the heightened competition and the new currency of attention and interest...all require doing a lot more, but the business owner has to do all that with less; less staff, less overhead, less difficulty. That makes getting the right Marketing Automation functioning for a business *vital*.

Second, as an investor, I see the field as being very strong, because of what I just said. As you know, I am a shareholder in Keap, and I am enthused about the recent developments there – Clate re-taking the reins, the software products being *greatly* improved, and the return of many "lost" prior users. I own stock in Hubspot. And in a couple small, fledgling startups in this field. I missed investing in Salesforce.com at a reasonable entry price, which I regret. I am now associated with ClickFunnels and Russell Brunson. Russell is a long-time "fan" and user of my strategies,

and he recently acquired the NO B.S./Magnetic Marketing business. I have clients in the field, notably you and your eLaunchers.com, and I've witnessed and hopefully helped you grow your company and strengthen its capabilities for clients who want to delegate their Marketing Automation implementation. You, of course, make use of all these tools and platforms differently for different clients and situations; Keap, ClickFunnels, Hubspot. Somewhat like a doctor chooses and mixes and matches different medicines, surgeries, non-surgical treatments for a particular patient.

Third, I am currently advising my Private Clients to cut their staff size, to reduce their staff cost as percentage of gross, to be leaner 'n meaner than ever, without compromising their success. There are many reasons for this I don't have to drill down on here, like labor shortages, the quality issues, the new "woke-ism" infecting workplaces and putting employers in peril, a federal government disregard for and disapproval of employer rights, and more. Now, given the labor shortages, competition for staff, and wage inflation, this advice I'm giving carries with it a great deal of difficulty. It requires making *significant* changes in a business. One is that automation has to be accelerated, expanded and utilized to replace people, and that *can* be done with marketing.

Last, I'll make the point that the costs of lead production and of new customer acquisition are rich in inflation. Everything about it costs more and will keep costing more. This mandates a tough-minded *zero* tolerance policy for waste or loss. This screams for comprehensive Marketing Automation, because it performs its programmed tasks perfectly, without fail, without forgetting, without mood swings, without procrastination, nothing falling through a crack. If a business employs sales professionals, on the phone, in physical locations, it is vital not to waste their time or talent, now, at all. This means using Automated Marketing to replace cold prospecting and to better pre-qualify and pre-sell prospects in advance of the interaction with the salesperson, and to have a very robust follow-up system, automated, for the Appointment, No Sale prospects. This can allow reduction of the number of salespeople, keeping the best, discarding the mediocre, while simultaneously INCREASING sales and possibly increasing price elasticity and profitability.

This concept of mine – more, from fewer and less – is the subject of one of my most recent books, *ALMOST ALCHEMY*. Candidly, I did not say enough in it about this, about Marketing Automation. Just 2 years ago, the need was not as acute. But it does examine all the places inside a business where losses occur, like



click funnels

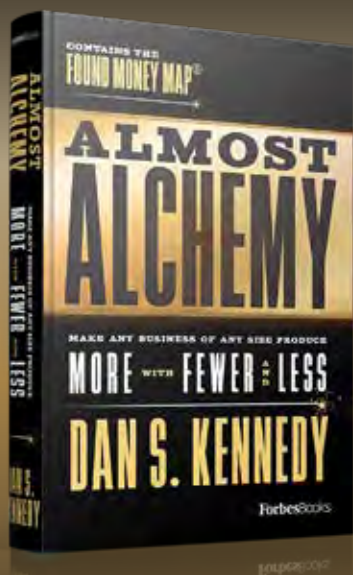
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losses of lead or customer value. It reveals all the holes to be corked. Many can best be corked with Marketing Automation.

Parthiv: What about the cost?


Dan: Essentially, the business owner is paying for an Automated Marketing System whether he has one, has a good one, or not. He is either invested in it and getting a return on that investment that can be measured, in deriving improved value from his ad spend, marketing spend, leads, customers, employed salespeople – or – he is suffering losses, some known, some unknown, in poorer than necessary ROI on those things. And that may have been tolerable a few years ago, but not now. In fact, it is very unlikely we escape some form of a recession in the near future. Today's rising, persistent inflation has recession as its only known cure. Businesses not fully weaponized to withstand a recession, in part by maximizing value of every lead, every sales opportunity and every customer, and in part by being as financially efficient as possible, *can* be wiped out.

Parthiv: Closing comments?

Dan: My late speaking colleague and friend Zg Ziglar used to say people needed a periodic "check-up from the neck up". He was talking about mindset, attitude and personal philosophy. I can say the same thing about a business' marketing and, with it, the extent and soundness of the automation of that marketing – it is the business' brain in a way, and it needs a periodic examination, X-rays, MRI's,

blood tests; a check-up. The business owner needs to stop running long enough to do this as a critical self-exam, and my book ALMOST ALCHEMY can help. He may need; he probably needs to get a qualified 2nd-opinion, too. An exam by somebody with unbiased eyes and a complete knowledge of what automation is possible in the situation, to maximize positive results.

I am NOT a fan of tech for tech's sake. We have to be careful of Drucker's warning about efficiencies at expense or sacrifice of effectiveness. We have to be wary of the magnetism of popular fad-ism; what everybody else is doing. On the other hand, we have to be as smart as we can be. I have a Private Client, Richard James, who consults with solo-practice law firms, who says that systems should run a business and its owner and staff should run the systems. He's right. And we can go a step farther and say, when possible, the systems should run themselves. Great marketing is no better than lousy marketing if it can't be implemented, won't be implemented, can't or won't be implemented with consistency and constancy.

Parthiv: Thank you, Dan, for your time, for this interview. 

Reprinted with permission from Marketing Automated an publication of eLaunchers.com. For more information about marketing automation and how eLaunchers.com can help you implement automation into your practice visit meetparthiv.com and schedule a complementary call with Parthiv Shah the President of eLaunchers.com.

HASHTAG What?

Have you ever put much thought into what a hashtag does and why everyone is using them? Did you also know there is a wrong way to use them. Let me share some information I learned with you.

In the beginning

Just over one year after the launch of Twitter, in 2007, a technology developer and self-styled 'hash godfather' Chris Messina tweeted the suggestion to use the pound sign (In the programmer world it's called a hash) as an indicator to group tweets around a common word or phrase. Essentially giving us a way to search for a common topic and to group them together. Making a word or post discoverable to a wider audience beyond your immediate followers. When someone



clicks on or searches for a specific hashtag, they can see all the posts that have used that hashtag, regardless of whether they follow the accounts that posted those messages. As you are probably aware, Instagram has taken this to a whole new level.

Make it meaningful

How to make a hashtag Meaningful – I had a girlfriend that posted on Facebook once about her and her dog having a quiet afternoon

together. She ended the post with a hashtag #ilovemylazydog. I literally searched her hashtag and there was one picture of her lazy dog, and I realized, although creative, it's not a tag worth using. Especially if you are a small business owner and you are trying to get noticed online. Hashtags do need to be meaningful and aren't effective if they aren't already being used by others.

You can also use hashtags that are trending. Using one that reflects a popular discussion or event can help you reach a larger audience but do make sure that your content is relevant to that trend or event.

Are there little things that just drive you crazy?

You know what I'm talking about. Nothing that's going to break your practice, but they are the annoyances in your day to day activities...

Like the fact you can see an image in your Word document, but you can't click on it. You may be able to move it around if you select the whole page only to lose it again when trying to get just to it. Well, I've got the solution... check out Issue 1.

Need to know your logo colors (and don't have a brand standards document - for shame). Issue 7 has you covered!

What about QR codes... find the details in Issue 2.



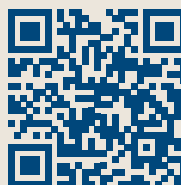
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Why not check out what your competition is using for tags and use those to reach the same audience they are targeting.

With that you also need to consider avoiding overuse, so as to not be spammy and take into consideration what platform you are on.

Facebook is pretty quiet when it comes to hashtags, and they weren't really used until 2016 but you can use 2-3 recommended and up to 5 max for longer posts. Some people do, some don't, so that's up to you. LinkedIn uses them but again recommends only

3 or 5 at a time, so as to not look spammy.

Now with Instagram, you can use up to 30 at a time. Any more than that and your post will be rejected. For best practices though, I would consider how long your post is and use a varying amount. If you only have a couple lines of text, then I wouldn't put in 30 tags as that will distract from your post. You can also put them in your first comment in Instagram when using a scheduling platform. The longer the post the more you use. And make sure to switch up the order of the hashtags. Instagram's algorithm is smart and knows if you are just cut and pasting your list of tags. Each post should be "unique".

Let's talk about research

It's a very good idea to research the hashtags you want to use so that they are relevant to your business and or topic, because not all are equal.

Using the Instagram search feature, you can type in a word or a couple words together and look at

the Tags column to see a list. There will be a number showing under each one. That is the number of posts that have currently used that hashtag and are grouped together.

If you search #Network, there are at this point 7.3 million posts tagged. #networking has 13.4 million posts. Let me ask you this... will your post get noticed? The rule of thumb is to use hashtags with varying amounts. Anything under 1000 or even 5000 may not be the most popular, but you have a better chance of being seen. Then sprinkle in anything from 5000 to a Million. Only in rare occasions will I put in any tags that are over the million mark.

Custom hashtags

You can create your own custom hashtags for events, campaigns, or specific discussions. Make sure they're unique and easy to remember. All one word, no spaces and I don't recommend using special characters or emojis as this could break your hashtag. Do your research to see what kind of posts are attached to that one already.

Remember that the effectiveness of hashtags can vary depending on the platform and the audience you're trying to reach. Experiment with different hashtags, monitor engagement, and adjust your strategy accordingly to maximize your content's visibility and impact.

Jennifer Robertson helps business owners by taking the stress and overwhelm out of their daily operations, allowing them to focus on keeping their customers happy and growing their business! She implements strategic digital strategies with her expertise in Customer Service, Social Media, CRM Management, and Administrative Support. Ms. Robertson is passionate about finding the right programs and systems to help businesses run smoothly and efficiently, giving them more time to spend on the things they love! To find out more about her services visit VirtualValuePartner.com

5 TIPS FOR USING SOCIAL MEDIA Without “the Ick”

It’s happened to all of us. You open up Instagram, Facebook, or TikTok to do a little post for work. You fall down the rabbit hole, and by the time you reemerge, you feel bad about yourself, bad about your posts, and bad about your business. With a few small changes to the way we use and think about social media, you can have a much healthier relationship with your feed.



Tip 1 Don't believe everything you see: Nearly everyone shows an alternate version of reality on social media. Sometimes by only showing the good stuff going on, sometimes by using filters that alter reality. How many times have you shoved something out of the way so nobody could see it in a zoom meeting? We all know these things logically, but it's easy to forget that everyone else is doing the same thing.

Tip 2 Likes and followers don't determine your success in business: Likes and follows don't even determine your success on social media! In fact, metrics such as shares, saves and comments seem to currently be more valuable to the algorithm than likes and follows. It's much better to have a small but dedicated following than a million casual followers who will never spend money with you.



Tip 3 **Figure out what ways you can show up while still feeling safe:**

You get to decide how much you share that is personal. You also get to decide who has access to you. People can ring your doorbell, but you don't have to let them in your house! It's the same online. If someone is consistently bothering you online (even if it's just that seeing their posts makes you feel bad), you can unfollow them, mute them, block them, or report them as the case calls for. It might sound cruel, but one of my clients blocked her own father on her work accounts. He was derailing the conversation and making it more difficult for her to interact with customers. When he didn't take her requests to stop seriously, she blocked him.

Tip 4 **Define your time limits:**

Use the time limit features that are available in the apps or on your phone to stop yourself from endless scrolling. Some people also find it useful to restrict their social

media usage to certain times of day. Maybe that's right after lunch when you're feeling a little sleepy, or while dinner is in the oven. One of my main rules is I don't look at my work accounts after 7 pm. When I do, it disturbs my sleep.

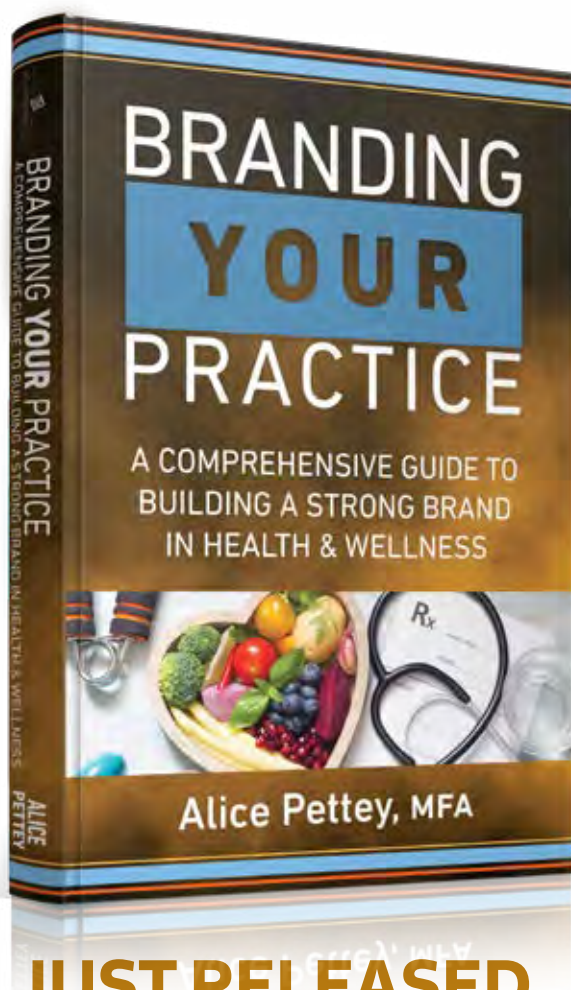
Tip 5 **Be a scientist:**

If you can approach your social media feed with the right amount of curiosity and detachment, you'll find it much easier to show up without hurt feelings and make changes that will improve your posts each time. When you see a competitor with what seems like a lot of success, ask yourself "I wonder if they are only successful online or if their business is actually successful. What can I learn from their social media account? People seem to like this post. How would I talk about that topic in my own way to reach my audience?" When one of your posts doesn't perform well, ask yourself "I wonder why? Was it what I was talking about? Was it how I said it? Was it the time of

day I posted?" Approach each post like a science experiment. Create a hypothesis and test it in your next posts.

These are just a few of the topics we touch on in my (Kate Gilbert) Social Media Group Therapy sessions as part of my 30-Day Sprint Program to make effective content consistently, while maintaining your mental health. If you want to make sure you are getting the absolute most out of every piece of content you create, download your free **Content Creation Roadmap** at kategilbert.com. For more no-fluff social media tips, follow me on Instagram or LinkedIn. Instagram: @kategi LinkedIn: <https://www.linkedin.com/in/katefgilbert/>

Kate Gilbert provides Action-Oriented Business Therapy by helping solopreneurs and small businesses get more done in less time, with less stress and more style. She asks the hard questions to energize you and get you moving forward to reach your goals. Book a discovery call with kategilbert.com to see how she can help you build momentum in your business.



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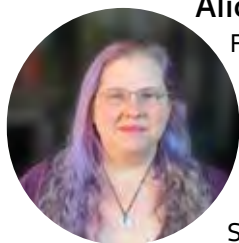
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PAPERBACK



KINDLE



Alice Pettey, MFA

Founder and President of Neurotic Dog Studios a branding and design agency founded in 2014.

Ms. Pettey has been working in the design field for over two decades.

She started as an in-house designer, transitioned into freelance and then started her own agency.

Ms. Pettey is a firm believer that helping others makes the world a better place and is why she is committed to working with health and wellness professionals. This way her agency is helping people who help people... and together make the world better.

ARE YOU LOOKING TO BRAND YOUR HEALTH OR WELLNESS PRACTICE?

Then you've found the right book!

Between these covers, you'll find the information you need to understand what branding is, why you need to take control of your practice's brand, AND - most importantly - the steps on how to do it.

That's right. I'm pulling back the curtain, & giving you the recipe to my secret sauce! Here's a peek at what you'll find inside:

Part 1: Branding Benefits and Investment

Understand what you are undertaking when you set about actively branding your practice and why you need to do it.

Part 2: Foundations of Branding

Develop an understanding of what branding is, all of the various parts, and how they contribute and intertwine with each other.

Part 3: Creating Your Brand

Get into the nitty-gritty of building your brand with direct questions that will have you setting benchmarks, defining standards, and determining your brand's look, feel, and tone.

Part 4: Internal Branding & Culture

Look inside your practice at how you communicate with your staff and how your staff communicates with patients. Learn how to create a culture that promotes your brand inside the practice.

Part 5: Social & Reputation Management

How does the outside world see your practice & your brand? Learn about the touch points you have control over and how to optimize them for positive brand interactions. Explore social media and its role in reputation management.

Part 6: References & Resources

You'll find all of the tools, worksheets, and websites referenced throughout the book. It is a great toolkit for while you're initially working on your brand and for the ongoing process of managing it.

NOW AVAILABLE AT:



www.brandingyourpractice.com



Parthiv Shah & Clate Mask | © 2021

Dear Friend & Fellow Business Owner,

Hi, Parthiv Shah and Clate Mask here with some exciting news and details on an AMAZING FREE GIFT.

First the news...

In November 2021 I attended/sponsored two Keap conferences Keap PKON and Keap IKON. I had the luxury of meeting Keap CEO Clate Mask for an hour, and I had to tell him this:

"Clate, COVID economy is behind us. My business is growing and I am grateful for my relationship with Keap. I am doing well now. How can I return the favor? What can I do for YOU, Clate?"

With a warm hug, Clate congratulated me and said this:

Parthiv, if you want to do something for me, do something for small businesses. Help them grow. Show them how they can use Keap to grow their business just like you grew eLaunchers.com.

I spent countless hours at the conference with Keap employees and other partners going over the 'new and improved Keap', the new user interface, the powerful functionalities and came to the following conclusion:

Keap can be the Growth Engine that every business can use. Keap ROCKS! Keap is A.B.C.D. (Any Business Can Do).

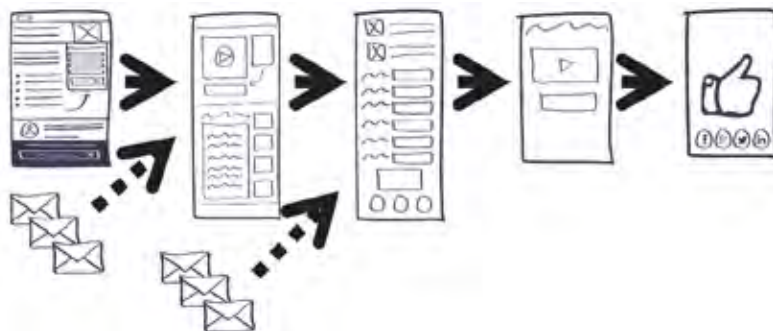
This is a remarkable development that can help ANY business grow with Keap as their growth engine.

Keap is very easy to use for your staff as a CRM for phone calls and follow ups. Second, with all the new development added to the software, the system is functional out of the box for email marketing, text marketing and telephone marketing. Plus with hundreds of integrations already

built in, you can automate other parts of your marketing... example: sending custom printed greeting cards with brownies and personalized water bottle through [automatedprintandship.com](https://www.automatedprintandship.com).

But here is the REAL exciting news. Keap has its own internal landing pages/funnel building tool that is included in the software at no charge. This means, you have a very powerful software that can build headline-driven opt in pages, sales pages, upsell offers and other funnel pages inside Keap, without needs to integrate Keap to other landing page building software, strategies and so on are a direct outgrowth of Dan Kennedy's Direct Response Marketing teachings.

In other words, Keap is a turnkey locked and loaded, user-friendly tech platform IDEAL to deliver Dan Kennedy style direct response marketing messages, follow up, and make sales. Keap is MY tool of choice for implementing Dan Kennedy's Magnetic Marketing concepts.



Proven Funnels Capture Leads - Shorten The Sales Cycle & Eliminate Guesswork

While I have over 400 funnels in my various software accounts, I routinely rely on just five of those funnels to capture leads, create engagement, and transform prospects who look, into clients who buy.

Those five funnels came about as the result of HUNDREDS of split tests and several years of upgrading, discarding, improving, and perfecting until results were consistently excellent.

Layout, headlines, photos, graphics, copy: we tested everything. And tweaked everything until the results proved we finally got it right.

In other words, we tested and tweaked until the funnels consistently produced ENGAGEMENT THAT LEADS TO MEANINGFUL CONVERSATIONS, often resulting in a prospect becoming a client.

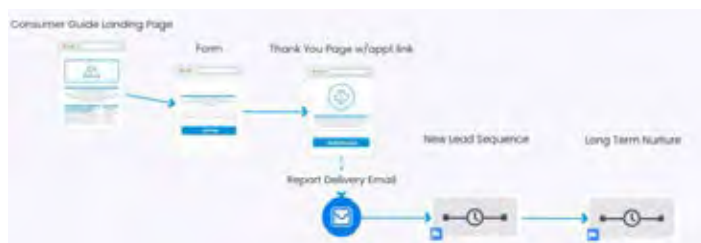
Results tell the story...

In 2019 I won the prestigious Two Comma Award for doing over \$1-Million dollars in business in one year from the Magnetic Marketing style book funnel Dan designed to give away (or sell) a book. To date, these funnels have generated over five million dollars in revenue for my own business and they are still active today!

By actively sending traffic, that book funnel, along with 4 others I use to grow eLaunchers (and help clients grow their businesses), those funnels, the Funnels of eLaunchers, have generated more than \$5-million dollars in sales for my company over the last several years, and even more for clients.

The Five Funnels of eLaunchers Include

1. The eLaunchers FREE REPORT Funnel: The #1 lesson in Dan Kennedy's Magnetic Marketing is to show up bearing a gift. The Free Report Funnel accomplishes that task.



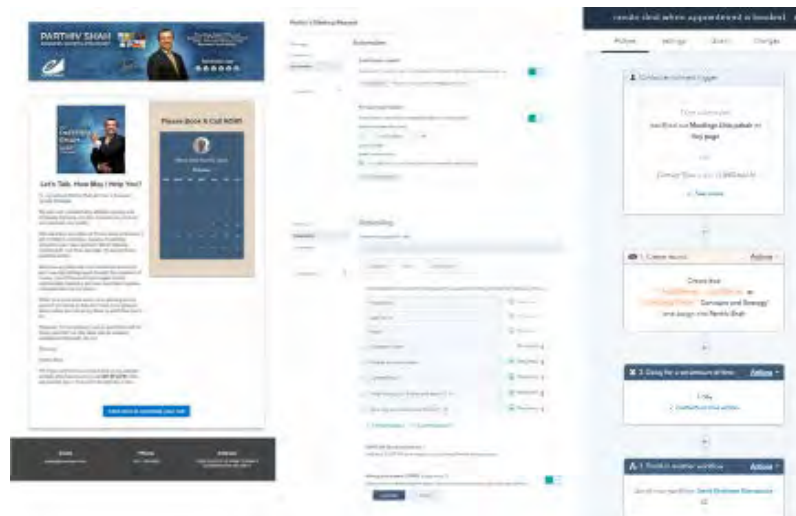
Create a free report that answers burning questions a prospect may have. Offer that report for free in exchange for contact information. And you open the door to having a meaningful conversation with a prospect clearly interested in solving the kind of problem you solve.

2. The eLaunchers Two Comma Award Winning FREE BOOK Funnel: This funnel was designed by Dan Kennedy to CAPTURE LEADS, CREATE ENGAGEMENT, EDUCATE THE PROSPECT ABOUT THE PRODUCT, AND TO GET THEM TO WANT IT, so they ask you, instead of you chasing them.

This is a perfect funnel to give away or sell a book. And if you have no book, you can create a free report about a book and use the funnel to capture leads by giving that away.



3. The eLaunchers MEET PARTHIV Funnel: The 'MEET' funnel is populated with everything you want a prospect to know: who you are, what you do, and more. PLUS, a calendar that enables a prospect to BOOK A CALL with you right there on the spot.



4. The eLaunchers ASK PARTHIV Funnel: Prospects always have questions. This funnel gives them a direct pipeline to identify themselves as a prospect, ask their question, and begin a conversation with you.



5. The eLaunchers PARTHIV LOVES REFERRALS Funnel: Often a happy customer or client is happy to make a referral – especially is there is a FAST, EASY and CONVENIENT way to do so. The "_____" Loves Referrals funnel makes referring you to anyone as simple as sharking a link in an email.





Mailbox™
POWER

Dan recommends sending personalized gifts & cards.

With Keap Campaign Builder, and Mailbox Power that too can be automated.

www.automatedprintandship.com



It doesn't take many referrals to turn into business. Every year I get three or four new clients through this referral funnel.

When Clate asked me to bring Keap to small and not-so-small business owners, I Asked my mentor Dan Kennedy For Advice...

Being a long-time Keap fan and a Dan Kennedy Private Client, I asked Dan how I could help past, current and future Keap users get the most out of their Keap experience.

Dan is familiar with The Funnels of eLaunchers, which are based entirely on Magnetic Marketing principles. And, being a Private Client, he has reviewed and critiqued our funnel copy.

Dan's advice...

"Parthiv", he said....

"You have five well-done Magnetic Marketing style funnels that do exactly what they are designed to do. So, if you want to make a difference, if you want to provide REAL VALUE, my advice is to GIVE THOSE 5 FUNNELS AWAY."

"Give it ALL away, the funnels, the copy you used to do over \$5-million in sales,

the graphics, everything. And Parthiv, give it away absolutely FREE. With NO STRINGS ATTACHED."

"In fact, to make it so easy they can be up and running fast. Have one of your tech experts INSTALL THE FUNNELS and the companion marketing automation campaign in their Keap account and make sure everything works."

I always follow Dan Kennedy's advice. So, with that in mind, I am pleased to offer you what may soon become known as...

The Most Incredible Digital Gift Ever

True to Dan's advice, I am happy to offer you, absolutely free with no strings attached, all 5 eLaunchers funnels, including default graphics, layout, and copy. And to make the good even better, my operations team will install those funnels for you in your Keap account. You can take these funnels with companion campaign and customize to suite your business.

Your funnels include the FREE BOOK funnel. The FREE REPORT funnel. The ASK "your name" funnel. The "your name" Loves REFER-

RALS Funnel. And the MEET "your name" funnel.

These funnels have generated millions of dollars in business for my company. And millions more for my clients' businesses. They generate appointments practically every day.

And they are yours absolutely free.

The funnel copy is copy I used and continue to use today to generate leads, create engagement and get people to contact me about my services.

With this Dan Kennedy approved, tested and proven copy as your guide, you will be able to adapt copy to your business, and with a little work, have five powerful funnels ready capture leads, create engagement and get good prospects to contact you.

If you want help with the copy, graphic design, technology implementation or database administration, let us know, and we will explain how to hire people that are right for you.

If you want these funnels up and running and working for you around the clock, but you don't have a Keap account, when you call to accept this gift, let us know and we will help you buy Keap. In fact,

you can visit www.justbuykeep.com and click on the big blue button to buy Keap now. Just pay for Keap and other software I recommend, everything else is FREE... unless you choose to hire someone to do the work for you.

With these five funnels, which are yours absolutely free, and with a special multi-month DEEP DISCOUNT to test the funnels and decide if you want to continue using Keap beyond the discount period, you have plenty of time to adapt the funnels to your business. Test them with real prospects. And get new clients.

That way you know for sure if this is right for you before you spend a single penny.

I'm sure you'll agree, it just doesn't get any better than that!

Your next step couldn't be easier. Just Buy Keap. All my gifts are FREE forever!

There are three easy steps to YES and accept my gifts!

1. Buy Keap now at www.just-buykeep.com. We will install our gifts in your account and show you how to use it.
2. Go online to www.meetparthiv.com and schedule an appointment with me.
3. Get to know Keap and begin implementing your marketing automation system. If you need done-for-you implementation, we can talk about that too. Just ask me for help when you need it.

Just buy Keap and other software I recommend. My funnels and the automation campaign are yours FREE. Come HOME to Keap and accept the Most Incredible Digital Gift Ever – The 5 Funnels of eLaunchers that have generated multiple seven-figure sales revenue. And you'd like them installed in your account ASAP.

That's it. [Buy Keap now](#). And you'll be on your way!


One more thing...

If there's ever anything I can do for you, just reach out. I am happy to help. And happy to answer questions about building responsive lists, tech, direct response marketing, how I help clients systematically and dependably grow their business, or anything else.

Sincerely and all the best,



Parthiv Shah
eLaunchers.com

PS – If you want these funnels working for you so you benefit sooner rather than later, go ahead and call the office at 301.760.3953. We will get you on my schedule – and make the magic happen! 

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I won,
You can too.
Take my system,
It is FREE.



FreeGrowthSystem.com



Parthiv Shah holding the 2019 and 2021 Two-Comma Club Award from ClickFunnels.

Thinking About Rebranding?

WHAT TO CONSIDER

A name change, a new logo and you're all set right?

Wrong.

There are so many things that go into a rebrand that are not even part of the branding processes that you need to stop and think about before you sink the time, effort and money that a rebrand is going to take.

Let's start with some legal considerations.

Are you changing your company's legal name, or are you doing a trade name? Each of these requires different steps to be completed and then you must notify EVERYONE about the change. *(Please note that these lists are NOT comprehensive, so please make sure to review your particular situation.)*

Legal Issues:

- ☐ Have you filed paperwork with your state corporation commission
- ☐ Updated your business license
- ☐ Updated your state employment tax records
- ☐ Updated your unemployment records
- ☐ Updated your workers compensation insurance
- ☐ Updated your employee benefit programs
- ☐ Notified your vendors/suppliers & updated in required documentation
- ☐ Updated external contracts that need to be under the new name

- ☐ Update payroll accounts
- ☐ Changed over utilities

Your Building:

- ☐ You need new signage – inside and out
- ☐ What about way finder signs? Do they need to be updated.
- ☐ Do you have branded posters? Those will need to be updated.
- ☐ Are the furnishing going to be re-used?
- ☐ What about equipment? What can stay and what needs to go?

Your People:

- ☐ What about staff uniforms?
- ☐ Name tags?
- ☐ Business Cards
- ☐ Do you need to retrain them with new terminology that the brand is going to use?

Systems:

- ☐ Telephone / answering system
- ☐ Is there a new way of answering the phone?
- ☐ Email addresses
- ☐ Website
- ☐ Patient Contact – appointment reminders? Phone or email?

- ☐ Do you need new email templates?
- ☐ Do you need new forms for patient visit?

And we haven't even moved into the bulk of the brand issues yet.

Once we get into the branding there are so many other things that may change.

Your Branding:

- ☐ Are there changes to the foundational elements of your organization? Mission, Vision, Purpose & Values?
- ☐ Do you have a clear vision for you are trying to connect with?
- ☐ Do you have a clear understanding of what you are providing to them?
- ☐ Do you understand what sets you apart from every other practitioner that is in your field? Can you express it, clearly?
- ☐ How is your aesthetic changing to reflect the "new"?
- ☐ If there is a fundamental shift how is this going to be explained and expressed to your staff? To your patients? To prospects?




- ☐ How are you going to create awareness of your new brand?
- ☐ How are you going to transition existing brand followers over to the new brand?
- ☐ How do you create the gateway from your old social media accounts to your new ones, or do you keep the same account & see if you can change the names?
- ☐ Have you looked at all of your existing marketing materials and determined what you need to re-purpose under the new branding and what you want to let go of?
- ☐ Have you decided on what types of new campaigns the new brand will run?
- ☐ Have you created, or at least thought about your content plan for the next year under the new brand?
- ☐ Have you planned out your buyers' journey?

- ☐ What about the patient experience? Have you scripted what the visit should look like, so that each patient has a consistent experience?
- ☐ Have you considered the culture in your practice? What is it like now? What do you want it to be? And what steps are you going to take to get there?
- ☐ Are you going to play music in your practice? If so, what kind? Remember, it is part of the brand experience so make sure to put thought into it & don't just flip on a radio station.
- ☐ Are you going to have a smell associated with your practice?
- ☐ What about the lighting?

All our senses come into play when creating an experience & the experience that your patients have in your practice goes a long way to creating your brand. So, think

about what you want them to see, hear, feel, smell & taste when they walk in your door.

And one final note...If you're having your logo redone, PLEASE have someone who does not know what you do look at it & tell you what they see. Or even better, ask a teenage boy – way too many logo disasters could be avoided if someone would have just pointed out the "other image" that was seen in the logo mark instead of the one intended. If you don't understand...just do a search for logo fails. 

Alice Pettey founder and brand strategist at Neurotic Dog Studios. If your practice is looking to rebrand, or has rebranded and now is at a loss as to what to do with the assets that you have been given, call 804.464.3925 or schedule a discovery call today (zcal.co/meetNDS) and find out how Neurotic Dog Studios can help you get the ROI that your looking for.



Market better. Sell faster. Support smarter

One platform for all your Marketing, Sales, and Support teams.



CRM Software

Store unlimited contacts and build stronger relationships by keeping track of all your customer details in one place



Helpdesk Software

Resolve queries faster and deliver exceptional support to delight your customers



Marketing Automation

Save time by automating your marketing processes and sending personalized messages to target audiences



Live Chat Software

Boost customer happiness and increase conversions by offering instant help when your customers need it

Grow better with the right plan.

Pay for what you need (when you need it).

GrowBetterWithEngagebay.com



Enhance Your System Security

8 STEPS TO A SAFER NETWORK

To protect your network and devices effectively, follow these steps:

- 1. Keep your operating system and software up to date** by regularly installing patches and updates. This will help secure vulnerabilities and protect against potential exploits.



- 2. Set up firewalls to prevent unauthorized access** to your networks and devices. Ensure that they are properly configured and updated with the latest security rules to filter out malicious traffic.
- 3. Encrypt sensitive data to prevent unauthorized access.** Implement strong encryption algorithms like AES or RSA for data protection. Encourage the use of secure protocols like HTTPS for encrypted website communication.
- 4. Choose reliable anti-virus and anti-malware software that provides real-time protection against threats.** Keep the software updated with the latest virus rules and schedule regular

system scans to identify and remove any potential malware or viruses.


- 5. Educate users about safe Internet practices**, including strong passwords, two-factor authentication, and being cautious about sharing personal information on-line. Promote awareness about phishing scams and the risks of clicking on suspicious links or downloading attachments from unknown sources. (See "Abby's Tips for Being Secure And Safe On The Internet" on page 29)

- 6. Utilize VPNs, especially on public Wi-Fi networks**, to encrypt your data and ensure anonymity while browsing on-line. Recommend reliable VPN services that prioritize data privacy.
- 7. Regularly back up your data** to prevent loss due to hardware



failures, malware, or other unforeseen events. Store backups in secure locations or use cloud storage with proper access controls.

- 8. Implement ongoing monitoring and intrusion detection systems** to detect any suspicious activities or unauthorized access attempts. This will enable real-time response and mitigation of potential security breaches.

By following these strategies and regularly updating your security measures, you can significantly enhance the protection of your systems and sensitive data. Remember, cybersecurity is an ongoing process, so continue to assess and update your security measures in this ever-evolving landscape. 



Abidel Bassie-Cripps, better known as Abby, is a tech support specialist with over three decades of experience in the information technology industry. With her technical skills and educational background, Abby excels at troubleshooting problems and resolving issues within computers. She has helped businesses from all industries diagnose and solve their computer problems. (<https://tech-assist.ca>)

ABBY'S TIPS FOR BEING SECURE AND SAFE ON THE INTERNET

There are many ways the average user can protect themselves. Then there are some more advanced options for those individuals that truly want to be safe.

To be honest and brief, the best way to be safe is to not be connected to the Internet at all. However, with today's technology, this option is not going to work for most people.

What does it take to be Internet safe?

To be Internet safe, it is very important to take a few extreme precautions:

1. **Use strong, unique passwords** for all of your accounts and enable two-factor authentication whenever possible. I recommend at least 12 characters.
2. **Never store your passwords on the computer** or in the browsers.
3. **Be careful about the information you share online**, especially personal information such as your

name, address, phone number, and birth date.

4. **Avoid clicking on links or downloading attachments from unknown sources**, as they may contain malware or phishing scams. If a website starts with "http://" without the letter "s" and it is asking for money. **Stay away from that website!**
5. **Be cautious when using social media** and be mindful of the information you share and with whom you share it.
6. **Be aware of scams and fraudulent activities** online and do not give out personal or financial information to unknown parties. Commonly websites that start off with "https://" paying to be more secure, but still make sure it is safe to go there.

By following these guidelines, you can begin to help protect yourself and your devices from on-line threats.



Tech-Assist.ca

Top Ten Tips to Internet Safety

- What happens when you get hacked?
- How do you protect your computer and your data?

These **Top Ten Tips** will help you *greatly reduce the risk* of most hackers and **secure your data**.

Scan the QR Code
and getting wise
about your safety!



Hi, I'm Abby. When I get a call, something has gone wrong. People are usually in a panic. Their computer has gone down and many times their immediate thought is they have a virus and they don't know how they are going to keep their business running.

I do the two most important things I can to fix your system, I listen to what you have to say and then I ask questions to work out what has gone wrong.

Sometimes it's a quick fix, and other times I need to remotely access your system to correct the problem. This is done safely, with your consent and with you in control.

If you're looking for someone to manage the tech support issues in your practice Tech-Assist is here to help!

North American Tollfree: (888) 257-8477

USA Texting: (680) ABI-HELP 224-4357

Canadian Texting: (705) 380-4299

Step-by-Step

TO BRANDING YOUR PRACTICE

An ongoing series of actionable steps to take you through the process of branding your health and wellness practice.

The First Steps: Research

The *absolutely first thing* that you need to do when you are looking to brand your practice is to conduct thorough research.

You know your business... so what do you need to research, you may ask. — A lot.

The fact that you “know” your business can be both a blessing and a hindrance in the branding process. It’s a blessing in that you do know the intricacies of your practice in a way that no one who comes in from the outside ever will. But just as that is a benefit it becomes a hindrance because, since you work in the field and in your practice daily, you will have a tendency to skip over things you think you already know and not look at them with fresh eyes. This can result in you seeing what you want to see not the real picture of what is going on in your industry and in your practice.

Here are a number of areas that you will want to either revisit and review, or develop a baseline for

1. Your Practices' Purpose, Mission and Vision:

Sometimes going back to the basics can offer a fresh perspective. Revisit your purpose. This is your “Why” statement. Why do you do what you do — and no, money is NOT an acceptable answer. Your purpose is also something that should never change. If it does — you have a different business. Your Mission and vision statements are “long term” — 10-20 years — and are

opposite sides of the same coin. Your mission is how you achieve your vision and your vision is what fulfilling your mission looks like. Looking at these can help you ensure that your organization is still in alignment with where you wanted to go, or if you need to make adjustments to your mission and vision statements.

If you're not sure about your vision, take a moment and check out the exercise on the following page. It will help you get clarity.

2. SWOT Analysis:

Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. This will help you objectively evaluate your practice in relation to the market and your competitors.

For those who have never completed a SWOT before here are some brief instructions that to help you through the process.

Write out your practices strengths and weaknesses across the top. Opportunities and threats should be listed down left side. In the center (yellow section) create strategies to address each strength-opportunity,

strength-threats, weakness-opportunity, weakness-threats.

3. Customer Feedback:

Collect and analyze customer feedback. Sometimes your clients see aspects of your business that you might overlook. Use surveys, focus groups, or one-on-one interviews to gather this information.

If you don't regularly ask for customer feedback, you should start doing so. This can be a simple email request sent after your patient engagement with a link to your review site. This can be on your website, Google, Trustpilot, or another that is popular in your industry and with your patient group.

Creating a spread sheet can help keep your customer feedback organized. It can help you identify where your feedback is coming from, if there are multiple avenues where reviews are coming from, common topics, and if there are negative comments - how quickly they are addressed.

SWOT MATRIX Strengths & Weaknesses are "Internal" Opportunities and Threats are "External" Create strategies for the intersection of the S & W with the O & T	STRENGTHS	WEAKNESSES
OPPORTUNITIES	S/O STRATEGIES	W/O STRATEGIES
THREATS	S/T STRATEGIES	W/T STRATEGIES

4. Competitive Analysis:

Study your competitors. Understand their branding, customer experience, and service offerings. This will not only give you a fresh perspective but also help you identify what makes your prac-

EXERCISE: *Practice Obituary*

Uncovering your vision

Take 20 minutes and write an obituary for your practice. Imagine your practice is "dead" 25 years from now. You are in charge of writing the obituary. What did the practice accomplish? How was it viewed by its patients? What great things did the practice do? Did it change the world? Did it leave the world a better place? What impact did it make? Go big. You have NO limitations. This is your opportunity to envision just what you want the practice to be.

Once your done writing out the obituary answer the following: What do you need to do to make it a reality?

As "unattainable" as anything you wrote in your practice obituary may feel at this moment, with the right planning, action steps, and follow through it is probably

attainable. So, take the time and work out those benchmarks. If you get stuck, reach out for help. Just make sure they understand your vision and where you want your practice to go. **D**

Things to remember:

Vision - the shared picture of mission success, the view of what achieving your brand/practice mission would look like over the next 5 to 20 years. Offers guidance and places markers in the ground for what the brand aims to achieve.

Mission - what the brand is committed to in order to arrive at the version of the future describe in the Vision. These are the action steps you are going to take to get to your vision. Commitments relate to the day-to-day operations & are typically related to or made to the patients your serve.

tice unique. Do you have a specific niche that you focus on? e.g. a tongue acupuncturist? a chiropractor for golfers? Do you offer a specialty service? Remote support for full-time stay-at-home caretakers?

Some things to take note of when doing a competitive analysis are positioning strategy, brand message, personality, brand identity, presence, core offer & reviews. You should review 3-5 competitors, reviewing their websites, social media and any print assets you may have.

5. Industry Trends:

Stay updated on industry trends and emerging technologies. This will help you anticipate changes and adapt your branding strategy accordingly.

6. Employee Input:

Don't underestimate the insights your employees can offer. They interact with different facets of your business and can provide valuable perspectives. If you are worried about getting honest feedback you may want to employee a third party agency to conduct interviews so provide anonymity.

7. Customer Personas or Avatars:

Update or create customer personas. Market dynamics change, and so do customer preferences. Make sure your branding efforts are targeted at the current needs and pain points of your audience. It's also much easier for people to relate to people, so if you can help you staff connect to your customers or even your brand through an

avatar it is worth the effort.

8. Asset Reviews:

Make it a practice to periodically review your branded assets. This includes your marketing materials both printed and digital; any patient facing document, brochures, signage or displays. This is an important part of your initial research as you need to review all of your existing branded materials. Are they consistent? Do they use the same colors, type, imagery? Do they appear as a cohesive whole, or are they a hodgepodge of styles and designs?

If you feel overwhelmed - take it one step at a time, and don't forget you can always call in an expert to help you out. **D**

Are you frustrated by to connect with the

Are you looking for some clarity
are actually trying to reach

I'm not here to help you make pretty pictures – you can do that easily enough on your own. That's what Canva® and a stock image site subscription are for.

- I'm here to give you the *concepts*, the *strategy* – the proverbial secret sauce – behind who you are, and why you do what you do.
- It's about reaching the *right people*.
- It's about understanding *why you get up in the morning* and go to your office.
- It's about remembering *why you chose to become a professional*, to begin with.
- It's about understanding *who you're trying to help and why you're trying to help them*.
- It's about *communicating* that message to them on a daily basis.
- It's *solving their problems* and letting them know what those problems are. (*Surprise – sometimes they honestly don't know until you tell them.*)
- It's having clients who are thrilled to share your name with their friends because you are **AMAZING** at what you do & they *want everyone to experience it*.

That's what I do for you. Yes, in the end, you'll end up with some pretty snazzy graphics to help you along the way – but that's just what happens to get you where you need to go, not the end goal.

What I'm offering is the *solution to your problem...*

I'm offering the solution to how to get more people in your door
but not in a way that's pushy or “marketing-y.”

the *constant struggle* the *RIGHT* clients?

clarity to understand who you
connect with your marketing?

I'm a brand strategist we look at the world a little bit differently... Well, let me stop for a moment and explain.

Think about your best friend, your spouse, or your significant other. Think about them and what makes them – them. What they wear. What they listen to. What they sound like. What they smell like. What makes them laugh or cry? What is it when you walk through a store that makes you instantly think of them? What are the little things that just make you happy to be with them? The moment you have that recognition – that's branding. It is innate for every person on an unconscious and visceral level to understand and connect with another person. But what we can easily do with our friends and loved ones when it comes to our businesses, it's like dealing with an alien concept.

**This is where a brand strategist helps translate
that from an individual to your company.**

We want to help you develop a visceral experience for the right people. Just like you are not the right friend or the right significant other for everyone, you're not going to be the practitioner for everyone. You're not even going to be the right practitioner for most. But, for those right people, there will never be another practitioner who could replace you. That is why we need to make those connections. Yeah, sometimes it is down and dirty and a bit, you know, marketing-y. Hey – we could even call dating! But isn't it worth it? When you find the right match – it's **magic**.

Want to find out more??? Visit BrandMyPractice.com and scroll down till you see the logo to find out just what's included in our three-month program!

Rather chat? No Problem - Give us a call at **804.464.3925** and we'd be happy to tell you all about how Brand My Practice can help you connect with the RIGHT patients for your practice.

**BRAND MY
PRACTICESM**



SOCIAL RESEARCH



BLOG



RESEARCH



GOAL



PRODUCT



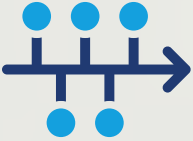
MONITOR



EMAIL
MARKETING



DIGITAL
MARKETING



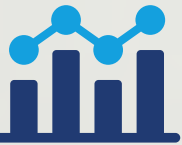
TIMELINE



CONTENT



CUSTOMERS



ANALYTICS



STRATEGY



SOCIAL MEDIA



BRANDING



ONLINE VIDEO



ACTIVE
LISTENING



OBJECTIVE



IMPLEMEN



SCHED



NEWSLETTE

Branding, Marketing, & Public Relations

WHAT ARE THEY & WHERE THEY INTERSECT

In today's competitive business landscape, having a solid understanding of branding, marketing, and public relations is crucial for any organization looking to thrive. These three concepts may seem similar, but each plays a distinct role in shaping a company's image and success. We will explore the intricacies of branding, marketing, and public relations, exploring their definitions and highlighting their significance in business. By the end, you'll clearly understand how these concepts intersect and contribute to a company's overall strategy. So, let's dive in and unravel the mystery behind branding, marketing, and public relations!

Branding

Branding is a vital process beyond that of simply creating a logo or slogan for a product, service, or company. It encompasses a strategic approach to crafting a unique and recognizable identity that distinguishes the brand from its competitors. Effective branding involves carefully planning and curating every aspect of the brand's perception and experience, including not only its visual elements, such as colors, fonts, and design, but also the intangible aspects of the brand, such as its values, personality, and messaging.

Visual elements play a crucial role in branding as they serve as the first point of contact between the brand and the audience. Colors, for instance, can evoke specific emotions or create associations in the mind of the consumer. Font choices also contribute to the overall brand image, conveying qualities such as professionalism, creativity, or reliability. Additionally, the design elements, such as logo placement and packaging aesthetics,

further reinforce the brand's personality and visual identity.

However, branding goes deeper than visual elements. It involves defining the brand's values, shaping its personality, and crafting a unique voice and messaging that resonates with the target audience. By establishing a strong and positive association, branding instills trust, familiarity, and cultivates customer loyalty. A well-executed brand strategy makes the brand more than just a product or service; it becomes an experience that customers can connect with on an emotional level.

Branding acts as the guiding force, providing the brand's guidelines, values, and personality, thereby setting the direction for all marketing and PR activities. By emphasizing consistency across all touchpoints, branding creates a seamless and unforgettable brand experience for customers. Through this unified approach, branding fosters a powerful emotional connection with the target



audience, driving brand loyalty and advocacy. Ultimately, branding enables the brand to rise above competitors and establish a unique and recognizable identity in the market.

Marketing

Marketing encompasses a wide range of activities and strategic approaches that companies employ to effectively promote and sell their products or services. It revolves around the process of understanding, satisfying, and retaining customers by providing them with value through various means. This comprehensive discipline involves conducting thorough market re-

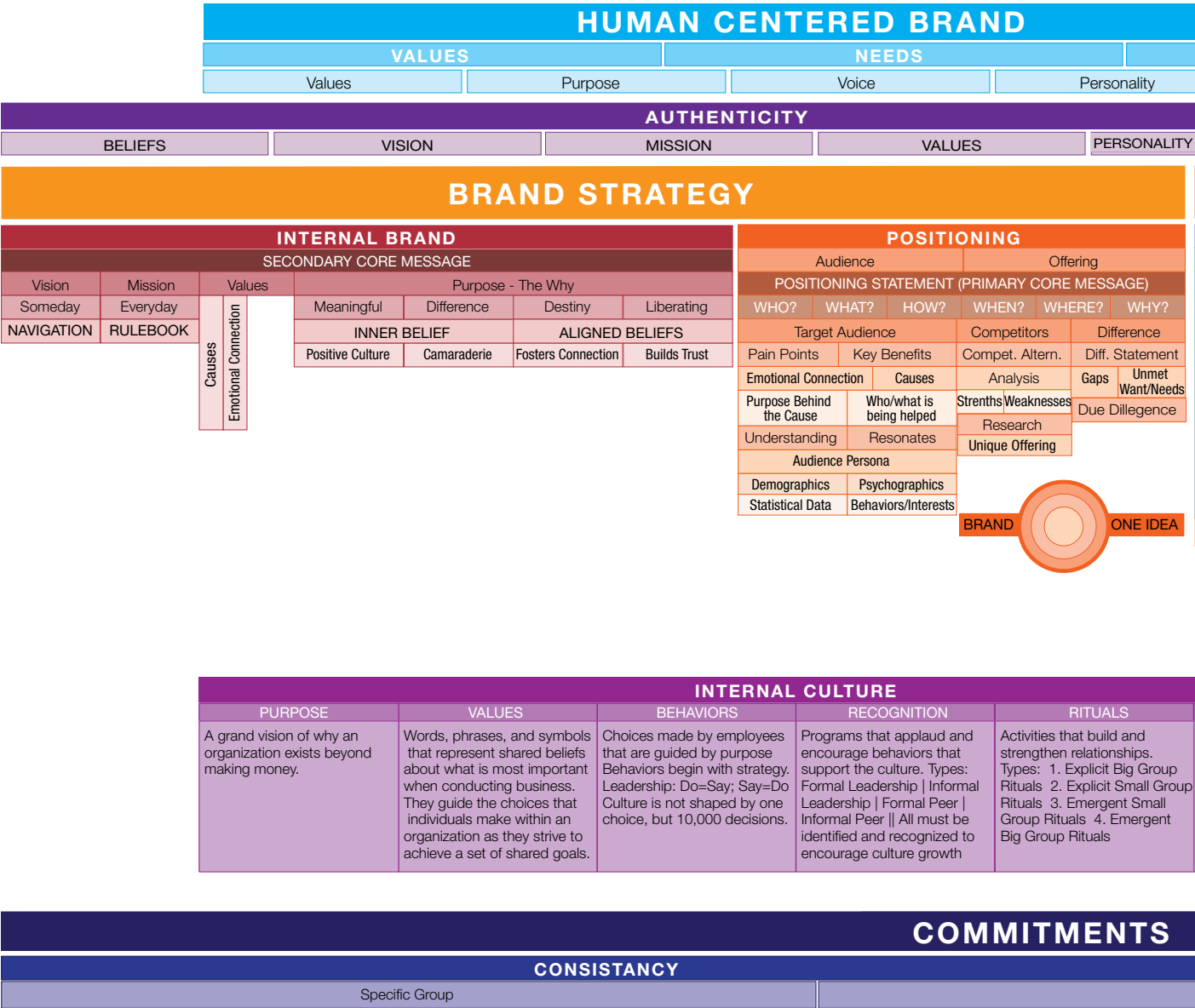
search, innovating new products, setting competitive prices, managing efficient distribution channels, creating impactful advertising campaigns, and driving successful sales efforts.

Marketing encompasses a wide range of channels, including digital advertising, content marketing, email marketing, search engine optimization, and social media. By harnessing the power of data and analytics, marketing can measure the impact of campaigns, fine-tune performance, and drive a favorable return on investment (ROI). Through its meticulous approach,

marketing serves as a driving force in propelling businesses forward and achieving sustainable growth.

The primary objective of marketing is to shape customer behavior and stimulate sales. It plays a crucial role in raising brand awareness, generating leads, and ultimately boosting revenue. By positioning the brand strategically in the market, distinguishing it from competitors, and articulating its unique value proposition, marketing ensures that the right message reaches the right audience, thus maximizing the potential for success.

BRANDING



Public Relations

Public Relations (PR) is an independent function that plays a crucial role in managing various aspects of a brand's reputation, media relations, and public perception. PR professionals are tasked with effectively engaging with the media to secure positive coverage, respond to media inquiries, and skillfully manage potential crises that may arise. They work diligently to establish and nurture relationships with key influencers, thought leaders, and industry experts to amplify the brand's messaging and elevate its reach. Beyond media relations, PR

efforts may also encompass community relations, corporate social responsibility initiatives, and internal employee communications.

One of the primary functions of PR is strategic storytelling. PR professionals leverage their expertise and creativity to craft compelling narratives that resonate with target audiences, shape public opinion, and evoke emotion. Through carefully crafted communication strategies and engagement tactics, PR experts aim to build trust, enhance credibility, and cultivate long-term relationships with stakeholders.

In addition to media and public relations, PR activities often extend to community engagement and corporate social responsibility. PR professionals foster connections with local communities through partnerships, sponsorships, and philanthropic efforts, demonstrating the brand's commitment to making a positive impact. They also ensure effective internal communications, including employee newsletters, town hall meetings, and intranet platforms, to align the brand's messaging internally and foster engagement and loyalty among employees.



NEUROTIC DOG
STUDIOS

<

PUBLIC RELATIONS is...

- events
- the now
- community
- social media
- media relations
- crisis management

MARKETING is...

- short-term
- defines tactics
- generates responses
- extracts value
- is the doing
- the how

BRANDING is...

- long-term
- defines trajectory
- builds loyalty
- creates value
- is the why
- is the being

Overall, Public Relations operates as a distinct and integral function, utilizing various methods to manage the brand's reputation and perception. By combining media relations, strategic storytelling, community engagement, and employee communications, PR professionals work strategically to shape public opinion, build trust, and cement the brand's position as a credible and influential industry leader.

Conclusion

Branding, marketing, and public relations are interrelated disciplines that perform critical roles in shaping a brand's image, driving sales, and managing reputation. Although each function has its distinctive focus and strategic approaches, they are united in their pursuit of common goals and collaborate seamlessly to create a comprehensive and memorable experience.

At the core, branding provides the foundation upon which marketing and public relations are built. It establishes the brand's identity, values, and personality, effectively differentiating it from competitors. Branding sets the tone and guides the strategic direction for marketing and PR activities, ensuring consistency across all touchpoints. Where marketing may look forward for 6 months to 2 years, branding goals are set 3-5 years out and brand missions are typically 10 to 20 years endeavors.

Marketing plays a pivotal role in revenue generation by strategically promoting the company's products or services and driving long-term sales. It employs various tactics, such as market research,

consumer insights, and data analysis, to identify customer needs and preferences. Through targeted campaigns, effective messaging, and optimized channels, marketing professionals engage with the target audience and compel them to make purchasing decisions. Marketing sets up long-term revenue and makes the job of the sales team easier by establishing a foundation from which they can close a sale.

Public relations, on the other hand, focuses on managing the brand's reputation and communications in the moment. PR professionals engage with the media to secure positive coverage, respond to inquiries, and effectively navigate potential crises. Building relationships with influencers and thought leaders further amplifies the brand's messaging and reach. PR efforts also

extend to community relations, corporate social responsibility initiatives, and internal employee communications. By strategically crafting compelling narratives, public relations shape public opinion, build trust, and enhance the brand's credibility.

Through synchronized branding, marketing, and public relations efforts, businesses can build a resilient and successful brand. This approach ensures consistency in messaging, enhances customer experience, and strengthens brand loyalty. A cohesive brand presence fosters trust, sets the brand apart from competitors, and contributes to long-term growth and success.



Alice Pettet founder and brand strategist at Neurotic Dog Studios. Call 804.464.3925 or go to zcal.co/meetNDS and schedule a discovery call today.



& Marketing

Social Media Planning

The following is a list of nationally recognized months, weeks, and days to aid you in the development and planning of your social media and/or marketing campaigns. The following lists are not fully comprehensive, if you are looking for a more detailed list with information about each of the recognized month/weeks/days visit the [National Calendar Day](https://www.nationalcalendar.com/) website.

October MONTH

World Blindness Awareness Month	National Sudden Infant Death Syndrome Awareness Month	National Depression Education & Awareness Month
Dysautonomia Awareness Month	National Spinal Bifida Awareness Month	National Disability Employment Awareness Month
National Fire Prevention Month	National Sarcastic Awareness Month	National Dental Hygiene Month
National Dwarfism Awareness Month	National RSV Awareness Month	National Critical Illness Awareness Month
National ADD/ADHD Awareness Month	National Pregnancy & Infant Loss Awareness Month	National Chiropractic Health Month
National Sudden Cardiac Arrest Awareness Month	National Protect Your Hearing Month	National Bullying Prevention Month
I'm Just Me Because Month	National Pickled Peppers Month	National Book Month
National Sensory Processing Awareness Month	National Physical Therapy Month	National Audiology Awareness Month
National Learning And Development Month	National Orthodontic Health Month	National Aids Awareness Month
World Menopause Month	National Medical Librarian Month	Long Term Care Planning Month
Talk About Prescriptions Month	National Liver Awareness Month	International Walk To School Month
Rett Syndrome Awareness Month	National Family Sexuality Education Month	Home Eye Safety Month
Positive Attitude Month	National Ergonomics Month	Health Literacy Month
Organize Your Medical Information Month	National Down Syndrome Month	Head Start Awareness Month
	National Domestic Violence Awareness Month	Halloween Safety Month

WEEKS

National Healthcare Quality Week – <i>First Full Week In October</i>	Respiratory Care Week – <i>Last Week In October</i>	National Veterinary Technician Week – <i>Third Week In October</i>
National Red Ribbon Week – <i>Last Week In October</i>	National Teen Driver Safety Week – <i>Third Full Week In October</i>	Healthcare Security And Safety Week – <i>Second Full Week In October</i>
National Lead Poisoning Prevention Week – <i>Last Week In October</i>	National School Bus Safety Week – <i>Third Full Week In October</i>	Healthcare Foodservice Workers Week – <i>Second Week In October</i>
National Pharmacy Week – <i>Third Full Week In October</i>	YWCA Week Without Violence – <i>Third Week In October</i>	National Physician Assistant Week – <i>October 6-12</i>
Nuclear Science Week – <i>Third Week In October</i>	National Collegiate Alcohol Awareness Week – <i>Third Week In October</i>	National Mental Illness Awareness Week – <i>First Week In October</i>
Emergency Nurses Week – <i>Week Of Emergency Nurses Day In October</i>	Free Speech Week – <i>Third Full Week In October</i>	National Active Aging Week – <i>October 1</i>
National Massage Therapy Week – <i>Last Week In October</i>	International Infection Protection Week – <i>Third Week In October</i>	National Midwifery Week – <i>Changes Annually</i>
		National Food Bank Week – <i>Week Of October 16</i>

DAYS

October 01 - Sunday	World Temperance Day	National Pumpkin Seed Day
National Green City Day	National Fruit At Work Day	National Walk To School Day
National Pumpkin Spice Day	National Techies Day	National Golf Lover's Day
October 02 - Monday	October 04 - Wednesday	National Taco Day
National Child Health Day	National Cinnamon Bun Day	October 05 - Thursday
October 03 - Tuesday	National Coffee With A Cop Day	National Do Something Nice Day

October 06 - Friday

National Body Language Day
 National Plus Size Appreciation Day
 World Smile Day
 National Noodle Day

October 07 - Saturday

National Play Outside Day
 National Trigeminal Neuralgia Awareness Day
 National Inner Beauty Day

October 08 - Sunday

National Hero Day
 National Goe Day

October 09 - Monday

Columbus Day
 Native American Day
 National Leif Erikson Day

October 10 - Tuesday

National Metric Day
 National Walk To A Park Day
 World Mental Health Day

October 11 - Wednesday

National Curves Day
 International Day Of The Girl Child
 National Take Your Parents To Lunch Day
 National Fossil Day
 National Coming Out Day
 National Bring Your Teddy Bear To Work/School Day
 National Stop Bullying Day
 National Emergency Nurse's Day

October 12 - Thursday

National Freethought Day

October 13 - Friday

Metastatic Breast Cancer Awareness Day

National No Bra Day
 National Train Your Brain Day

October 14 - Saturday

National Real Sugar Day
 Be Bald And Be Free Day
 National Chess Day
 National Costume Swap Day

October 15 - Sunday

National Pregnancy And Infant Loss Remembrance Day
 White Cane Safety Day
 National Grouch Day

October 16 - Monday

National Sports Day
 National Clean Your Virtual Desktop Day
 Global Cat Day

October 17 - Tuesday

National Pharmacy Technician Day
 Black Poetry Day
 National Mulligan Day

October 18 - Wednesday

Medical Assistants Recognition Day
 Support Your Local Chamber Of Commerce

October 19 - Thursday

Get To Know Your Customers Day
 National LGBT Center Awareness Day

October 20 - Friday

National Youth Confidence Day
 National Mammography Day

October 21 - Saturday

National Witch Hazel Day
 National Reptile Awareness Day
 National Sweetest Day

October 22 - Sunday

National Color Day
 National Nut Day

October 23 - Monday

Swallows Depart From San Juan Capistrano Day
 National Mole Day

October 24 - Tuesday

National Food Day

October 25 - Wednesday

Sourest Day
 International Artist's Day

October 26 - Thursday

National Pumpkin Day
 National Day Of The Deployed

October 27 - Friday

National Black Cat Day
 National Frankenstein Friday
 National Pharmacy Buyer Day

October 28 - Saturday

National First Responders Day
 National Trick Or Treat Day
 National Internal Medicine Day
 National Make A Difference Day

October 29 - Sunday

World Stroke Day
 National Cat Day
 National Mother-In-Law Day

October 30 - Monday

World Audio Drama Day
 Speak Up For Service Day
 National Candy Corn Day

October 31 - Tuesday

Reformation Day
 National Caramel Apple Day
 Halloween

November

MONTH

Stomach Cancer Awareness Month
 National Career Development Month
 Military Family Month
 National Hospice & Palliative Care Month
 Worldwide Bereaved Siblings Month
 World Vegan Month
 Sweet Potato Awareness Month
 Spinach And Squash Month
 PTA Healthy Lifestyles Month
 Prematurity Awareness Month
 Pancreatic Cancer Awareness Month
 National Scholarship Month
 National Roasting Month
 National Raisin Bread Month

National Pomegranate Month
 National Pet Cancer Awareness Month
 National Pepper Month
 National Peanut Butter Lovers Month
 National Novel Writing Month
 National Family Literacy Month
 Native American Heritage Month
 National Medical Science Liaison (MSL) Awareness & Appreciation Month
 National Marrow Awareness Month
 National Life Writing Month
 National Long-Term Care Awareness Month
 National Inspirational Role Models Month
 National Impotency Month

National Home Care & Hospice Month
 National Fun With Fondue Month
 National Family Caregivers Month
 National Diabetes Month
 National COPD Awareness Month
 National Alzheimer's Awareness Month
 National PPSI Aids Awareness Month
 National Adoption Month
 American Indian Heritage Month
 Lung Cancer Awareness Month
 Historic Bridge Awareness Month
 Gluten-Free Diet Awareness Month
 Family Stories Month
 Epilepsy Awareness Month

Diabetic Eye Disease Month
Banana Pudding Lovers Month

Aviation History Month
Adopt A Senior Pet Month

National Gratitude Month

WEEKS

Better Conversations Week – *Week Of Thanksgiving*
National Farm City Week – *Begins Friday Before Thanksgiving*
National Book Awards Week – *Week Before Thanksgiving*
National Donor Sabbath – *Two Weeks Before Thanksgiving – Friday Through Sunday*
National Young Readers Week – *Second Week In November*
Global Entrepreneurship Week – *Week Before Thanksgiving*

National Hunger And Homelessness Awareness Week – *Week Before Thanksgiving*
American Education Week – *Week Before Thanksgiving*
Geography Awareness Week – *Third Week In November*
Dear Santa Letter Week – *Second Week Of November*
Intimate Apparel Week – *4 X A Year - Feb, May, Aug, Nov (1)*
National Radiologic Technology Week – *Week Of November 8*

National Nurse Practitioner Week – *Second Full Week Of November*
National Animal Shelter Appreciation Week – *First Full Week Of November*
National Fig Week – *First Week In November*
National Bible Week – *Week Of Thanksgiving*
National Game And Puzzle Week – *Week Of Thanksgiving*
National Deal Week – *Begins Wednesday Before Thanksgiving*
World Kindness Week – *Week Of November 13*

DAYS

November 01 - Wednesday

Prime Meridian Day
Day Of The Dead
Autistics Speaking Day
National Biologic Coordinators Day
World Vegan Day
National Cinnamon Day
National Calzone Day
National Stress Awareness Day
National Brush Day
National Deep Fried Clams Day
National Cook For Your Pets Day
National Family Literacy Day
National Author's Day
National Vinegar Day

November 02 - Thursday

All Souls Day
International Day To End Impunity For Crimes Against Journalists
National Cash Back Day
National Men Make Dinner Day
National Broadcast Traffic Professional's Day
National Deviled Egg Day

November 03 - Friday

One Health Day
World Jellyfish Day
National Housewife's Day
National Sandwich Day

November 04 - Saturday

National Play Outside Day
National Bison Day
National Candy Day
National Chicken Lady Day

November 05 - Sunday

World Tsunami Awareness Day

National Love Your Red Hair Day
National Donut Day
Daylight Saving Time Ends

November 06 - Monday

International Day For Preventing The Exploitation Of The Environment In War And Armed Conflict
National Nachos Day
National Saxophone Day

November 07 - Tuesday

International Merlot Day
National Retinol Day
International Day Of Medical Physics
Job Action Day
Color The World Orange Day
National Canine Lymphoma Awareness Day
National Bittersweet Chocolate With Almonds Day

November 08 - Wednesday

World Radiography Day
World Urbanism Day
National S.T.E.M./S.T.E.A.M. Day
National Parents As Teachers Day
National Harvey Wallbanger Day
National Cappuccino Day

November 09 - Thursday

World Adoption Day
World Freedom Day
Microtia Awareness Day
National Scrabble Day

November 10 - Friday

National Civic Pride Day
World Net Cancer Day
National Vanilla Cupcake Day
National Forget-me-not Day
United States Marine Corps Birthday

November 11 - Saturday

National Sundae Day
Veterans Day

November 12 - Sunday

World Pneumonia Day
National French Dip Day
National Chicken Soup For The Soul Day
National Pizza With The Works Except Anchovies Day

November 13 - Monday

World Kindness Day

November 14 - Tuesday

National Seat Belt Day
National Family PJ Day
World Diabetes Day

November 15 - Wednesday

National Clean Out Your Refrigerator Day
National Philanthropy Day
America Recycles Day

November 16 - Thursday

World Pancreatic Cancer Day
International Day For Tolerance
National Rural Health Day
National Education Support Professionals Day

November 17 - Friday

International Students' Day
National Butter Day
World Prematurity Day
International Happy Gose Day
National Homemade Bread Day
National Take A Hike Day
Great American Smokeout
National Baklava Day

November 18 - Saturday

European Antibiotic Awareness Day
Substitute Educators Day
National Princess Day
National Adoption Day
Mickey Mouse Birthday
National Vichyssoise Day

November 19 - Sunday

World Toilet Day

November 20 - Monday

World Children's Day
National Peanut Butter Fudge Day
National Child's Day

November 21 - Tuesday

National Gingerbread Cookie Day
National Red Mitten Day
National Stuffing Day

November 22 - Wednesday

National Jukebox Day
National Cranberry Relish Day

November 23 - Thursday

Wolfenoot

Fibonacci Day
National Espresso Day
Thanksgiving Day
National Tie One On Day
National Eat A Cranberry Day
National Cashew Day

November 24 - Friday

You're Welcomegiving Day
Black Friday
Turkey Free Thanksgiving
National Day Of Mourning
National Native American Heritage Day
National Day Of Listening
National Flossing Day
National Sardines Day

November 25 - Saturday

National Play Day With Dad
Small Business Saturday
Shopping Reminder Day
International Day For The Elimination Of Violence Against Women

November 26 - Sunday

National Secondhand Sunday
National Cake Day

November 27 - Monday

National Craft Jerky Day
National Bavarian Cream Pie Day

November 28 - Tuesday

National Alan Day
Red Planet Day
National Day Of Giving
National French Toast Day
Cyber Monday

November 29 - Wednesday

National Package Protection Day
Electronic Greetings Day

November 30 - Thursday

Day Of Remembrance For All Victims Of Chemical Warfare
National Personal Space Day
Stay Home Because You're Well Day
National Meth Awareness Day
Computer Security Day

December

MONTH

International Sharps Injury Prevention Awareness Month
Learn A Foreign Language Month
World Twin To Twin Transfusion Syndrome Awareness Month
National Car Donation Month
National Pear Month
Worldwide Food Service Safety Month

Universal Human Rights Month
Tomato And Winter Squash Month
Spiritual Literacy Month
Root Vegetables And Exotic Fruits Month
Quince And Watermelon Month
Safe Toys And Gifts Month
Write A Business Plan Month

National Tie Month
Operation Santa Paws (December 1st – 24th)
National Human Rights Month
National Drunk & Drugged Driving Prevention Month
Bingo's Birthday Month

WEEKS

Twelve Days Of Christmas – December 25 to January 5
Computer Science Education Week – Begins Second Monday In December
Older Driver Safety Awareness Week – First Full Week In December
National Influenza Vaccination Week – First Full Week In December
National Pet Suffocation Awareness Week – Week After Thanksgiving

Kwanzaa – December 26 – January 1
Saturnalia – December 17 – 23
Las Posadas – December 16-24
Gluten-Free Baking Week – Week Before Christmas
National Hand Washing Awareness Week – First Full Week In December
Crohn's And Colitis Awareness Week – December 1-7

Clerc-Gallaudet Week – First Full Week In December
National Cookie Cutter Week – First Week In December
Christmas Bird Count Week – December 14 – January 5
Halcyon Days – Always 7 Days Before And 7 Days After The Winter Solstice

DAYS

December 01 - Friday

National Eat A Red Apple Day
World Aids Day
Rosa Parks Day
Day Without Art
Bifocals At The Monitor Liberation Day

December 02 - Saturday

National Play Outside Day
National Special Education Day
International Day For The Abolition Of

Slavery

December 03 - Sunday

National Roof Over Your Head Day
International Day Of Persons With Disabilities

December 04 - Monday

Santa's List Day
Cabernet Franc Day
International Cheetah Day
Wildlife Conservation Day

National Sock Day

National Cookie Day

December 05 - Tuesday

Krampusnacht
National Repeal Day
International Volunteer Day For Economic And Social Development

December 06 - Wednesday

Mitten Tree Day
National Day Of Remembrance And

Action On Violence Against Women
 Saint Nicholas Day
 National Miner's Day
 National Pawnbrokers Day
December 07 - Thursday
 Protected: National Slime Day
 Chanukah
 International Civil Aviation Day
 National Pearl Harbor Remembrance Day
December 08 - Friday
 National Crossword Solvers Day
 Pretend To Be A Time Traveler Day
December 09 - Saturday
 Lutefisk Day
 World Techno Day
 Christmas Card Day
 International Day Of Commemoration
 And Dignity Of The Victims Of The
 Crime Of Genocide
 National Pastry Day
 International Anti-corruption Day
December 10 - Sunday
 Nobel Prize Day
 Human Rights Day
 Dewey Decimal System Day
December 11 - Monday
 National Stretching Day
 Unicef Birthday
 International Mountain Day
December 12 - Tuesday
 International Universal Health
 Coverage Day
 International Day Of Neutrality
 National Ambrosia Day
 National Poinsettia Day
 Gingerbread House Day
December 13 - Wednesday
 National Guard Birthday
 National Violin Day

National Cocoa Day
 National Day Of The Horse
 Pick A Pathologist Day
December 14 - Thursday
 Martyred Intellectuals Day
December 15 - Friday
 International Tea Day
 National Wear Your Pearls Day
 National Ugly Christmas Sweater Day
 National Cupcake Day
 National Underdog Day
 Cat Herders Day
 Bill Of Rights Day
December 16 - Saturday
 National Wreaths Across America Day
 National Chocolate-covered Anything Day
December 17 - Sunday
 National Maple Syrup Day
 Wright Brothers Day
December 18 - Monday
 World Arabic Language Day
 National Twin Day
 National Roast Suckling Pig Day
 International Migrants Day
 Answer The Telephone Like Buddy The Elf Day
December 19 - Tuesday
 National Oatmeal Muffin Day
 National Hard Candy Day
December 20 - Wednesday
 Go Caroling Day
 International Human Solidarity Day
December 21 - Thursday
 Yule
 Winter Solstice
 Phileas Fogg Win A Wager Day
 National Homeless Persons' Remembrance Day
 Humbug Day

Crossword Puzzle Day
 National Re-gifting Day
December 22 - Friday
 National Date Nut Bread Day
 Forefathers' Day
December 23 - Saturday
 National Roots Day
 National Pfeffernusse Day
 Festivus
December 24 - Sunday
 National Eggnog Day
 Christmas Eve
December 25 - Monday
 National Pumpkin Pie Day
 Christmas Day
 A'phabet Day Or No "I" Day
December 26 - Tuesday
 National Thank You Note Day
 National Candy Cane Day
 Boxing Day
December 27 - Wednesday
 National Fruitcake Day
December 28 - Thursday
 National Chocolate Candy Day
 Pledge Of Allegiance Day
December 29 - Friday
 National Pepper Pot Day
 No Interruptions Day
 Tick Tock Day
December 30 - Saturday
 National Bicarbonate Of Soda Day
 Falling Needles Family Fest Day
 Bacon Day
December 31 - Sunday
 National Champagne Day
 Universal Hour Of Peace
 New Year's Eve
 Make Up Your Mind Day
 Leap Second Time Adjustment Day

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 DAY
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At Long Last... Planner Stickers for the Business Owner

If you're like me, you find making your planner "fun" makes the process of planning a little less of a chore.

But, as a business owner I've never been able to find the stickers that went with "job". I could find all kinds of payday, vacation, and holiday stickers, but I needed the Payroll, Taxes, Employee Review, Staff Meeting ones, and they just didn't exist.

They do now!

Introducing BOPS - Business Operations Planning Stickers

A collection of planner stickers designed with the business owner in mind.

Taxes & Employees

- Run Invoices
- Payroll
- Payroll Taxes
- Enter Time Sheet
- Time Sheet Due
- Process Time Sheets
- Quarterly Taxes
- Submit 1099/W-2
- Prepare 1099's
- Prepare W-2's
- Tax Prep
- Employee Review
- Staff Meeting

Finance

- Annual Bills
- Monthly Finance
- Run Invoices
- Paid
- Invoice
- Due

Planning

- Project
- Goal Setting
- Market Planning
- Monthly Planning
- Quarterly Planning
- Year End Review
- Content Management Planning
- Funnel Planning

Content

- Writing
- Content Outline
- Content Management Planning
- Develop Lead Magnet
- Keyword Research
- Content Research
- Content Repurposing
- Webinar Development
- Webinar
- Podcast Scripting
- Podcast Recording
- Social Media Post

Miscellaneous

- Travel
- Notes
- Coffee Break
- Order Shipped
- Order Processed
- Client Meeting
- Phone Call
- Video Call
- Product Launch
- Goal Achieved
- Appointment
- Write Proposal
- Pre-launch Campaign
- Goal Achieved
- Important
- Priority



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