

A close-up portrait of Karl Bryan, a man with short dark hair, smiling warmly. He is wearing a blue collared shirt and a dark grey blazer. The background is a plain, light grey color.

SUCCESS
PROFILES MAGAZINE

Karl Bryan

How I Built A Multi-Million
Dollar Coaching Business

**Fine Tuning Your Virtual
Professional Image**

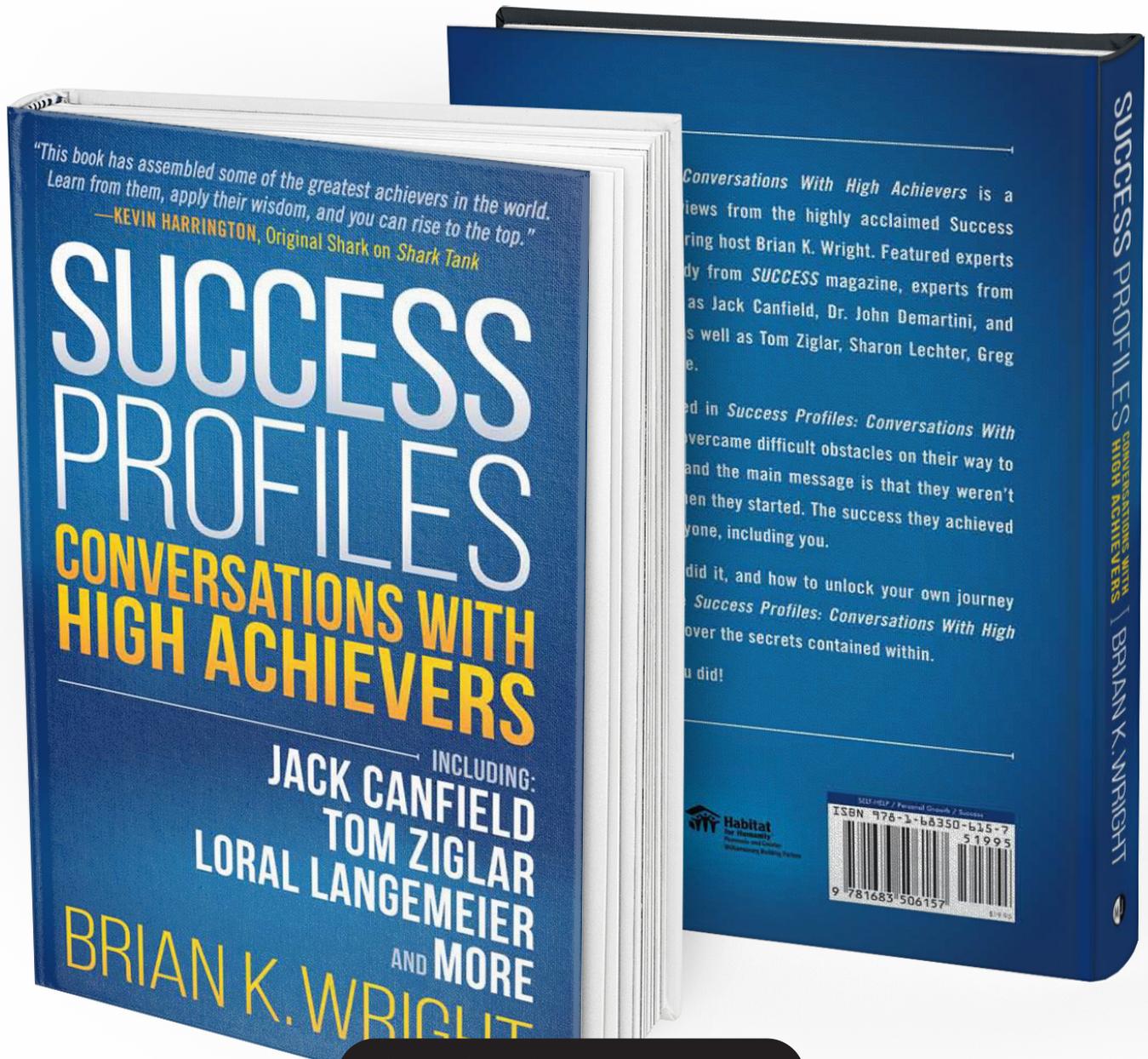
By Gloria Petersen

The 7 Laws Of Influence

by Douglas Vermeeren

Success Profiles:

Conversations With High Achievers



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NOTES FROM THE PUBLISHER

By Brian K. Wright

We're now at the beginning of the second half of the year.

I'm guessing this year hasn't gone the way you expected it to—we have all had to make some significant adjustments, but you know what? That's what successful people do.

If we continue doing what were used to doing and never change, we don't experience the level of growth that we deserve to have.

Now that part two of 2020 is upon us, what adjustments will you be making?

Pay attention to what the market wants now. People haven't stopped spending money. They are just spending it differently than they were before.

The most successful business owners are those who pivoted quickly and adapted to change in a heartbeat.

This month's featured guest is one of those people.

Karl Bryan talked with me about building a multi-million dollar coaching business. We also discussed how he fills a room at an event and gets coaching clients out of it, how to know who to work with, creative lead generation strategies, how to find money in your business, and much more.

Next, Gloria Petersen talks about fine tuning your professional virtual image. I'm sure you've



noticed that some people are used to using Zoom and other online meeting programs and others aren't. Gloria helps us present ourselves in the best possible light and gives us ideas to ponder that perhaps most people haven't thought of in terms of presenting our best possible selves in an online meeting.

Then, Douglas Vermeeren tells us about the seven laws of influence and how we can achieve more of our objectives by creating influence rather than waiting for others to notice us.

Other articles this month focus on leading championship teams

through difficulty, how to become massively productive, setting compassion boundaries, and much more.

I hope you enjoy reading this as much as I enjoyed putting it together.

Let's dive in!

All the best,
Brian K. Wright
Publisher, Success Profiles Magazine
Host, Success Profiles Radio

HOW I BUILT A MULTI-MILLION DOLLAR COACHING BUSINESS

By Brian K. Wright

I had the honor of interviewing Karl Bryan recently, and we discussed a lot of great topics including how he fills a room at an event and gets coaching clients out of it, how to know who to work with, creative lead generation strategies, how to find money in your business, and much more.

Brian: Hi Karl, great to have you here. I usually like to ask about people's backgrounds up front. Did you envision early in life that you would be where you are right now?

Karl: I don't know about that. My big bro committed suicide when I was 16-years-old over a business business failing. So, I was always going to make something impressive happen in honor of his memory.

Brian: How did you decide to become an entrepreneur? Has this been your path your whole life?

Karl: My dad was an entrepreneur big time. We had owned a newspaper as I was growing up. My dad to this day still sells advertising and is still very much a mentor to me. So, I got started in advertising and that was a vehicle that got me cranking.

Brian: What do you think it takes to be a successful entrepreneur?

Karl: A tremendous amount of resilience, there's no question. The more successful you become, you'd think that friends and



adulation would come towards you, but a lot of the opposite comes towards you also. I think you might've experienced some of that yourself.

You've got to make it about your customer. I've got 800 business coaches that work with me in 24 countries, and I'm always telling them to make it about the client. That's absolutely critical.

Brian: I was looking on your website and I thought your big bold claim on your front page was really powerful.

"Drop me in any city in North America with a local cell phone on Monday. On Thursday, I'll have a full local live event with small business owners. And by Friday afternoon, I'll have two high end business coaching clients."

How do you do that?

Karl: It's persistence and ruthlessness, and I've done it before. You just drop me anywhere and I don't need any contacts. In fact, the last time I did it was in Seattle and I did it in record time. We were looking to get 20 people into the room, but

I think we ended up with 45. We were standing room only, so we had to bring in extra chairs.

The bottom line is I would just walk into a city and they gave me a cell phone. What I would do is what people don't want to do. I would pick up the phone and I started calling people. I would call with a level of passion and they'd be able to hear in my voice that this is going to be an event that they should be coming to.

Get on the phone and understand that you're pitching. It might be that you're trying to bring somebody to a free event, but you got to be able to convince them. And not only do I want to be able to convince them, but I would call the type of people to make it happen real quick—an accountant, business broker, networking organization, a digital marketer, guys with B2B contacts so that they could send a bunch of folks my way.

Brian: This was event for small business owners and it would be about business building. Was it a morning or evening event?

Karl: Actually, you get better

conversions in the morning. They say an hour in the morning is worth two in the afternoon. If you do a breakfast, your conversions will be significantly higher than afternoon or evening. That could potentially change in different markets. But for the most part, you will find that breakfast will outperform the others by a pretty significant margin. So, we do breakfast.

Brian: How has the COVID pandemic impacted your business?

Karl: Well, we're busy because we're online. We signed up more people in the last two weeks than we did the last two months, so we've been busier than ever.

But it's been challenging. As an example, I've got a program called Live Event Mastery where I help business coaches. I've filled over 400 local live events, so we help business coaches do that.

I had to take that program and turn it into virtual event mastery pretty quickly, and we literally did it in 72 hours.

We needed to pivot big time. But we did and now it's coming out and everybody's going to be able to put 10 people in a room. When you're a business coach, you don't want to put 50 people in a room. You want to get 10 people because you want to have lower



attendance and excellent follow-up, not more attendance and poor follow-up, which is what most of them do.

Brian: Quality, not quantity. Let's pivot and talk about coaching and helping clients. How did you get involved in coaching?

Karl: At the age of 21, I got sponsored by the President of National Small Business Australia. To some people, that might sound impressive. Believe me, I was just shining the guy's shoes and carrying his notepads around.

But the reality is I got exposed to a very high-level business guy at a young age. When I was 14-years-old, I was pushing the lawnmowers, washing windows, and hiring my buds, so I always had that entrepreneurial flair.

At 21, I got sponsored to do consulting. Then I played some hockey and owned a hockey rink.

With hockey and then coaching, the parallels were incredible. I found that coaching the kids and then coaching the businesses was very in line.

Brian: How do you decide who you want to work with?

Karl: It's about who I'm going to get results with. It's not so much a niche, it's hunger. If you show me Roger Federer, Serena Williams, Michael Jordan, and back in the day, Wayne Gretzky, Tom Brady—they've got more money than they'll ever need or ever be able to spend.

But why is Tom Brady throwing a football right now? Why is Serena Williams out hitting a tennis ball right now? It comes down to one word, and that's "hunger."

If I meet somebody with hunger, we are going to crush it together—the end. I also like to meet people with a big vision. If somebody is just trying to make a \$100,000 a year, that's the level of impact you're going to have.

If you try feed an entire city or an entire state like Tony Robbins who is trying to abolish hunger, that's a huge vision. He's feeding hundreds of millions of people, and this is his mission.

This is what happens when you've got a huge goal for yourself, and your mission is not just about making a \$100,000 or \$1 million in gross revenue. I like people with a vision.

Brian: Let me ask you about business generation. A lot of people love the idea of getting referrals and word of mouth, but the hazard is you don't know when that's going to come or who your best referral partners are going to be. What's the solution to that?

Karl: I love the question. I'll meet business owners all the time and they puff their chest out and say that they built their business on word of mouth and referrals only, and that they never spent a dollar on advertising or marketing. And they're really proud of it as if they deserve a trophy. Absolutely not the case.

I'm giving black and white advice to a very gray matter. But strictly speaking for the average business owner, advertising to profit is a superpower. Most folks don't have the wherewithal to make advertising work, and it takes outside the box thinking.

I'll give you an example of

BUSINESS COACHING SECRETS

WITH
KARL
BRYAN



somebody who's gone in a niche that's difficult to advertise and they've crushed it. A chiropractor could be a common client, really easy to help.

Well, if you advertise chiropractic, 3% of the world has just been in a car accident, so they're looking for a chiropractor. But you're not really going to build a really successful advertising campaign on the back of that. The reason is that you're not sitting there thinking, "I can't wait to go to my chiropractor." It's not happening.

But you're thinking about what if you saw an ad for a free massage? And by the way, there's so many different ways to advertise massage: free massage, half-price massage, Swedish massage, two for one, couples, you name it.

You might be thinking, "But they're a chiropractor. How are they going to go from a massage to chiropractor?" And then the answer is that you need to have a story if you want to make a sale.

And then what does a story need? A story needs conflict. The same way when you watch *Seinfeld*, *Game of Thrones*, *Breaking Bad*, or any movie — conflict is always the center of it. Otherwise, you don't have a story and therefore, nobody would watch the show.

Actually, I'll tell you a story. On the '85 Bears, Jim McMahon was on the front of *GQ* and *Rolling Stone*, and won a Super Bowl with that team. Now, he has early onset dementia, so he's going to every brain specialist he can. He's a very high-profile guy, so you could imagine he's getting the best of the best.

When he went to a chiropractor, they tweaked his neck. And he said it was like a toilet flush from his brain to the rest of his body. What was happening is he had early onset dementia because his neck was banged up and he wasn't getting enough oxygen through his neck.

So if you gave them that story, then you said, "By the way, let me ask you a question — you don't have to have it so bad that you get early onset dementia, but have you ever felt lethargic when you felt like you shouldn't feel lethargic? Have you ever felt tired when you didn't feel like you should feel tired?"

Well, 9.5 out of 10 people are going to say "yes" to that. Guess what? The chiropractor's doing the test, you just moved them upstairs. Boom! That's how the process goes.

Yes, some people will come, they'll get a massage, and you will lose money. And that's okay. If 33% go from massage to chiropractor, you're going to have an unbelievably profitable campaign. But that's the example.

So, advertising the profit is really what I'm trying to bring across there.

Brian: That is brilliant. If a business owner is thinking about how profitable they think they are, but they look at their bank account and wonder why it's almost empty—what would you say to that?

Karl: I just finished a book on *Accounting 101 For Business Coaches*. And I'm not an accountant, I'm a sales and marketing guy through and

through. But I just knew from my own level of mastery, that was just something that I really had to take on and really understand both for myself, for my clients, and for my business.

What would I say? You're profitable and you've got no money — that's a very, very common occurrence.

So, there are five key areas that they need to go to and this is 100% where their cash will be.

Number one is revenues, pretty straightforward. You've got to go earn more money.

Number two is expenses. Let's say you've got 25% margins in your company. If I earn you a dollar, how much do you keep? And the answer is 25 cents. When I go to your expenses and I go to your credit card statements — remember I'm a business coach. I want to come in there and find my fees immediately. When I save you a dollar, how much do you keep? And the answer is 100 cents. So, there's a gap of 75.

Managing their expenses is up there with returning a library book, it's not something that business owners spend much time thinking about.

Number three is accounts receivable. The number of business owners that are working so hard, fulfilling paying commissions, paying on the fulfillment and not collecting their money is absolutely gobsmacking.

The fourth one is inventory. Too much inventory is a huge mistake that companies make. I could give you some case studies there, but inventory is something that should

be controlled at a very, very high level.

And then the fifth one, and most don't realize this one, is accounts payable. So, being really jacked up about paying people really quickly is not an intelligent decision at all.

Let me give you an example.: Apple, a trillion dollar company. When you buy something for Apple, they don't pay you for 91 days. You've got ask yourself the question, why?

Well, I tell you because basically, to create an iPhone, ship it out, sell it and get the cash in their bank account is 91 days. So that's when they decide that they are going to pay you.

So, business owners think accounts receivable and then accounts payable—the gap where they're not collecting their money and then they're paying everybody up front because they don't want to have debt and they want to be a sweetheart, which is a great thing.

This is no way shape or form to say you don't pay your bills, no way. What I am saying is if you have the option of getting 30, 60, 90-day terms with your dealers, you absolutely want to take advantage of them. And what this is going to allow you to do is to probably alleviate yourself of a cashflow issue. Those are the five.

Brian: That's fantastic. I love that: revenues, managing your expenses, accounts receivable, inventory, and accounts payable. I love everything we've talked about so far.

I think a lot of people probably don't charge enough for their

services. How do you get over that?

Karl: Jedi mind trick—it's in their head. Again, I study millionaires. I can tell you that they see delaying a decision as a lack of focus. So, they will make very large buying decisions very, very quickly. What does that mean?

Coaching is what I do. A coach who is willing to spend \$12,000 on his own or her own coaching is willing to charge \$12,000, and this is how much they get. And a coach willing to pay \$24,000 for a mastermind will get \$24,000. You will be able to fetch those types of fees.

So, number one, you got to understand that the entire world is just a mirror. If you are the kind of person who runs around Facebook and abuses people, you get abused. If you are the kind of person that runs around Facebook and gives good vibes, you get good vibes. If you are a horrific payer, the clients that you attract are horrific payers.

This is a universal principle 100% — the same way the 80/20 rule is a universal principle.

You've got to get out of your own way. It's one thing to say you're going to go raise more fees. But consider something important.

I mentioned the 80/20 rule. Something magical about 80/20 that people don't realize is when you go 80/20, then what you've got to do is go to the 20 and put a magnifying glass over it. Think of 80/20 of the first 20%, then 80/20 of that 20%, and so on.

What you're going to find is that 1% of your clients are spending 50% of the revenue with you. And

I know some people think about that, but there are examples of people that have an enormous number of cars, an enormous number of houses, an enormous number of chairs and shoes, and whatever the example is.

And a hack there is that basically the job of a business coach is to get to the "you are here" red arrow. I want to find the 1% of your activity that brings 50% of your efficiency, your productivity, and your revenue, etc. That takes some time and very seldom do you just get that in a Q&A immediately. But you take a magnifying glass to it, and it's very, very powerful.

So, get out of your own way and just understand some of those universal principles, and you get out what you put in.

Brian: Absolutely. Of course, the next logical question would be: How much should I charge for coaching? Should I base it on a flat fee or should I base it on a percentage of the transformation that I bring to a client?

Karl: I built a software for this exact purpose that can find any business owner \$100,000 in 45 minutes without them spending an extra dollar on marketing or advertising. And then it's got a contingency. My clients are business coaches, that's important. If you're not a business coach, this might not be relevant, but this is the way we do it.

And essentially \$2,000 a month, if you were to just go like a blanket, is how much I should be charging — about \$24,000 as a retainer. This is a for higher end coach. Somebody who's new should be charging less than that to make sure that they're learning their craft and making sure that the client's getting massive value, at about \$2000 a month and then a contingency.

And you never do a contingency off a profit, you always do a contingency off a gross revenue because profit can be manipulated 75 ways. So that's a baseline.

But what a lot of business owners do is they end up going into a race to the bottom. In our space, there's a lot of guys doing social media—done for you social media. Well, I can tell you, that's the greatest race for the bottom of all time. You watch it going lower and lower and lower, and it will continue to because they've taken something valuable and they turned it into a commodity. I'm watching it firsthand, so you've got to be careful with that. Your goal is to add more value, not to lower your prices to get a deal done.

Brian: Great, how can we find you?

Karl: You can just Google me, but focused.com is where they can find what I'm doing.

Brian: Thank you so much for being here, Karl. You were fantastic.

Karl: It's an absolute honor to be here.



Karl Bryan built a \$5.5 million business coaching company where he did \$400,000 per month in new high-end business coaching clients. He also created a proprietary process to find any business owner, a hundred thousand dollars in 45 minutes without them having to spend an extra dollar on marketing or advertising.

He was also ranked as the number six best business coach to follow in 2020 and some of the highest profiles coaches in the world clients, and uses online system, including many of the Dan Kennedy Hall of Famers.

He's also a founder and editor chief of Six-Figure Coach Magazine, which is the only magazine 100% dedicated to business coaches and consultants.

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

Having a book is critical to growing your business.

Send inquiries to brian@briankwright.com



**SUCCESS
PROFILES RADIO**
with Brian K Wright
Mondays at 6pm EST

Join Brian K Wright each week on Monday at 6pm Eastern as he interviews world-class achievers and learn how they succeeded

A series of powerful conversations with the most successful people in the world.

FINE TUNING YOUR PROFESSIONAL VIRTUAL IMAGE

By Gloria Petersen



Do you cringe at the image of yourself on the computer screen? Are you worried about room setup, facial flaws, or dialogue dysfunction? Communicating virtually has been around a long time and helps connect people when distance has been an issue. However, these unprecedented times have made virtual meetings mainstream. You will need strong interpersonal skills to be successful at them and to remember that you are in a professional setting, even if you are at home sitting in your kitchen or bedroom.

First, don't just fire up your computer; sit in front of your screen, and join in – participate! There are important considerations before starting, including whether this is a one-on-one or a group meeting. If you feel reluctant or uncomfortable with your setup, this article will help you prepare by handling all the knowns and unknowns so you can feel more confident in the process.

I have participated in several Zoom meetings and, on occasion, was disturbed at the relaxed postures, mindless eating, pet distractions, and very unprofessional overall persona of maybe one or two in the gallery. Moreover, their unintentional image distracted from everyone else. When we are in the comfort of our home, it is easy to forget that virtual meetings and webinars put you “on stage.”

A colleague, who requested to be anonymous, shared an experience about a company who became very concerned with the number of dropouts that they had during training webinars, so they hired a specialist to observe and critique their trainer. The trainer presented a haphazard image and had a huge “Big Gulp” cup that she loudly slurped from during the entire one-hour training session. She positioned herself so close to the camera that you could see up her nose! Her casualness was to the extreme in dialogue as well, using phrases like, “I know it sounds cheesy, but, like, the people we serve are, like, totally dependent on us and stuff.” In between comments, she continued to slurp. She was oblivious to her unprofessional mannerism.

Let this not be you!



The following three factors build the foundation that is key for you to achieve a professional image in a virtual meeting:

- **Staging Tools:** *Lighting, Camera Angle, Background, and Overall Logistics*
- **Podium Image:** *Frame your Face, Posture, Gestures, Voice Control, Professional Image, and Press Photo*
- **Remove Distractions:** *Be Resourceful and Have a Back Up Plan*

If this is a one-on-one meeting, you will either appear on the computer screen alone or in a split screen. If this is a panel or group meeting, you will appear in a gallery. The size of the gallery will depend on the number of participants. Whether panel or group, several people will be posted on the screen along with you. Whomever is speaking will be highlighted. You should stay muted until it is time for you to speak. If are not muted and you make a sound (e.g., rustling papers) while someone is speaking, your photo square will be highlighted briefly, which can be distracting.

1. Staging Tools: *Lighting, Camera Angle, Background, and Overall Logistics*

Lighting: Controlled lighting is critical! Avoid bright light behind you, which will cast you in a shadowy silhouette that will make you appear as if you are in a witness protection program!

I made this mistake when I thought that I would use my beautifully landscaped backyard as my backdrop during a video meeting from my patio on a bright sunny day. Wrong move! The sun was behind me, and I appeared in the dark. Bright light should *never be behind you*.

If you can be near a window on a

sunny day, position your laptop so you are facing it. The natural light is more flattering to the face. Or place a lamp behind your laptop camera. Overhead lights are better than none. If none of these choices are an option, LED light rings provide another alternative.

"My biggest complaint is the terrible lighting in virtual meetings. I recommend jfa.tips/lumecube. It is a great lighting source that uses small two-hour batteries and is adjustable for light intensity and color temperature." Jim D. Feldman, CSP, author of *Shift Happens*

If you wear prescription glasses, lower the brightness on your screen to reduce glare on your lenses. (This will not work with readers!)

Camera Angle: Raise or lower the webcam so you are at eye level. Low camera angles are not flattering; they make your face look distorted. Plus, an angle that makes you look down into the camera's lens can create an unflattering image, especially if an aging neck is a concern. If you are unable to angle your screen to achieve the right positioning, try raising your webcam to your eye level, or even slightly above, with an adjustable laptop stand to achieve an undistorted image. Or, consider sitting at a high-top bar table on an adjustable stool to achieve eye level.

Background: You don't want the focus on background clutter or something out of place. You should be the focus.

This happened to Gail King, CBS News anchor, when she did her first news webinars from her home during the stay-at-home orders. She kept getting messages that

she needed to straighten a photo in her background. Her audience was paying more attention to the photo that was hanging crooked on her wall than to the news she was reporting. With a humorous touch, she commented about it on her next show and pointed out how the picture was now straight!

If your background is messy or unchangeable, a popular option is to select a wallpaper background from your virtual software. (Go to "settings" to find this option.) Or select an image with a high pixel count from your files. The ideal dimension of a virtual background image file is 1920 pixels (wide) by 1080 pixels (tall) and should reflect the mood you intend to set or the theme of the meeting.

When I participated in my first Zoom meeting, I was shocked at how small I looked and how messy my bookshelf appeared. Then I tried the wallpaper option, only to learn that I needed a green screen to avoid a double exposure image. I also noticed someone else using a wallpaper image; however, her portable green screen wasn't large enough, so the image fluttered around the edges. To avoid this, I painted a designated wall in my office the recommended Disney Chrome Green. A couple days later, a Zoom update offered a green background option. Now I don't need my green wall! However, if I use a video communication program that does require a green backdrop to use a wallpaper image, I'm prepared.

When working with the background in your office, you will need to try different positionings. It's best to be seated close to your background to avoid a tunnel look. You are staging! If your bookshelf is your background, it needs to be

organized and attractive. Consider designating a shelf or two for a plant and/or photo.

Overall Logistics: Know how and when to use your mute button, volume control and chat option. When an unplanned noise occurs (inside the house or outside) or is a possibility, use your mute button. Remember, though, to unmute when it is your time to talk. This is especially important in group settings. Or, wear a headset that allows you to eliminate outside noises. Headsets and clip on microphones are also recommended for better volume control. Test your voice to be sure it is loud enough. Also, find out if there will be an opportunity to enter a Q&A or participate in a chat. Know how to use the chat box beforehand!



Before you even begin using your virtual software (e.g., Zoom, Skype, Microsoft Teams), utilize the tutorials and keep the software updated. Understand your navigation options and practice with your video. Overall, there are many tools that you can use to enhance your virtual meeting or webinar. Investigate which will best meet your needs. A well prepared and planned background is part of your professional image and shows your attention to detail.

2. Podium Image: *Frame Your Face, Posture, Gestures, Voice Control, Professional Image, and Press Photo*

Frame Your Face: It's important to not be too close (uncomfortable for the viewer) and not too far (lose that personal contact). Just right makes for ideal eye contact! The secret to getting the right amount of profile image on the computer screen is to imagine a "tic tac toe" grid over your screen. Position your eyes along the top horizontal line of the grid, and the top of your shoulders should be along the second horizontal grid line. The vertical lines should keep you in the center square.

Posture: Sit up straight! Confident posture helps you project a stronger tone of voice, keeps you at eye level, and is good for your body overall. You should look alert, interested, and engaged. Also, be mindful of hand gestures so they do not distract from the conversation. This is especially important in a group setting. If you are not the one speaking, it is easy to fidget unconsciously.

Tone of Voice: Practice and find the right tone of voice; then speak carefully and in sound bites to be sure your contribution is easily understood. This is very important if you are communicating with individuals where English is their second language or English is your second language.

Professional Image: You might think that because you are at home you should be comfortable. You decide to wear a nice shirt or blouse and keep your pajama bottoms or shorts on. Risky! If for some reason you must get up and briefly walk away, perhaps to reach for a document, you (and your pajama bottoms) are seen!

It's too late! Certainly, you can temporarily turn off the video; however, that's disruptive. You need to stay in sight as much as possible. How often have you seen a news anchor get caught off-guard by the camera wearing a suit jacket with jeans or cut-offs? It becomes the topic of conversation or tweet.

Watch your color scheme. Your clothing and hair should not blend into your background. For example, if your background is beige, do not wear a beige shirt or blouse. Your hair color should also contrast with the background. Grey hair on a beige background would not work well. Also, wear clothing patterns that do not clash with your background. (Solid colors and small prints are best.)

Your hair should be well styled – no attending a meeting with bedhead. And use moisturizer on your face, which makes the skin on both men and women look healthier. Some women have a wonderful youthful glow without makeup; others would benefit from some minor enhancements. For example, foundation smooths out impurities, lipstick will make the teeth look whiter, a soft cheek blush will enhance your eyes and smile, and a little mascara will make your eyes more expressive. For men, shave or make sure your beard is trimmed. There is a video settings option, whereby you can select "Touch-up my appearance." It creates a slight haze that minimizes complexion issues. Check it out in your practice run.

Smile! Your smile is an accessory, along with your neckline. Since the viewer cannot see your entire outfit, make your neckline count! Did you know that a necklace that sits at throat level (and/or wearing

earrings the size of a quarter) keeps the focus on what you have to say? The knot of a man's tie has the same result. Plus, accessories also offer a little more insight into your personality and should reflect your taste. Avoid earrings that dangle, though; the movement can be distracting. If you are not wearing a necklace or tie, your garment should have a neat neckline.

Professional Photo: Make sure the photo you selected for your screen image is a professional (or press) photo. Also, send your professional photo to the video host ahead of time in case it is needed. This is especially important for gallery views. If, for whatever reason, your video does not work, your photo will be there as a still shot when you speak. (Avoid just having your name appear.) Plus, if you must briefly leave, you simply click the video option off when you leave and click the video on when you return. Your professional presence remains!

3. Remove Distractions: *Be Resourceful and Have a Back Up Plan*

Remove potential distractions before you begin! If closing the door is an option, do so! Make arrangements and let your family know what time frame you should not be interrupted. Perhaps put a "do not disturb" sign on your door for children or lock the door! If your door does not lock, consider installing a doorknob that does.

Children are adorable! However, they should not distract from your meeting. If you have pets, beware; they can present unexpected disruptions. Cats like to walk across keyboards and dogs bark for attention.

I have a lever-type door handle without a lock and my cat knows how to open it with just one jump. She absolutely cannot stand a door to be closed! Then she will proceed to position herself behind my laptop, occasionally coming around and walking across my keyboard as she stretches. For some reason, she finds my computer work relaxing, so I must lock her in another room in the house during any virtual meeting.

If you have a ceiling fan, consider turning it off because it causes flickering, which can be distracting. Also, check for noises, such as a humming noise from an air purifier or a fan. You might have to them turn it off as well.

If you are participating offsite and using your cell phone (e.g., FaceTime), make sure you can control background noises and the steadiness of your cell phone. Put your phone onto a cell prop so it doesn't move as it would if you were holding it.

Have your cell phone on mute during a video conference; however, have your phone readily available to disengage your mute button in case there is a problem and the host needs to text you. (You should see a microphone icon in the lower left corner of your screen indicating the status of your mute button.)

Be careful to not get so comfortable in your virtual setting that you lose sight of your professionalism. There are lots of horror stories out there. Other things we unconsciously do that are distracting include:

- Opening a cellophane wrapper when not muted
- Sipping coffee or bottled

water, frequently (minimize your sipping)

- Gesturing and wiggling/twirling in your chair
- Leaning onto your fist or peering over your hands
- Fixing your hair, repairing lip color, or biting your lip
- Snacking as if you are on your sofa watching a movie

Practice Makes Perfect!

Your video communication software offers an option for you to practice your staging and overall image in live video format. (In Zoom, you would go to "host a meeting" and select "with video" for a self-practice session.) YouTube offers numerous video tutorials, so be sure you understand all the video communication components.

Image is everything! From setup to your video communication. You will be judged on how you handle yourself – including if things don't go exactly as planned. It serves as a great barometer for the video host and for you. Be prepared! Technology may fail. It's important to stay in control when things go wrong!

You are ON STAGE! Make it count.

Gloria Petersen, founder and president of Global Protocol Academy, is an author, trainer, and speaker on Professional Presence, Business Etiquette and Protocol. Her four-book series, "The Art of Professional Connections," and SME training modules represent her 30+ year legacy. Gloria is currently working on her fifth book, which guides you on how to land on your feet no matter by turning obstacles into opportunities! For information about her books, training, and seminars, visit Gloria@GloriaPetersen.com or email direct: gloria@gloriapetersen.com .

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THE 7 LAWS OF INFLUENCE

by Douglas Vermeeren

(The following is a brief summary of the 7 Laws Of Influence as taught in the Entrepreneur of Influence program by Douglas Vermeeren.)

Influence and attention are two of the most prized assets that any company can acquire in today's marketplace. Without these assets, companies drift into obscurity and the sea of sameness, and as a result, are left to fight amongst their competitors in price and marketing battles that can't be won.

Influence is not just about the number of likes, shares, subscribers, and thumbs up you can acquire on a post or profile page. Influence is about the ability to become relevant to those that matter to your business. Influence is about becoming a company that people care about.

The following is a brief overview of the 7 Laws Of Influence. These are things you can do that will make you more influential in your niche, and will help you receive the benefits and opportunities that come with being more influential.

Law 1 - Serve the Specific -

Most entrepreneurs make the mistake of trying to serve masses of people and trying please everyone. The best and most influential entrepreneurs know that influence begins with serving a select group at a high level. Focus is an essential element for beginning influence. Influence starts with becoming valuable to a specific group of people.



Specialists in all fields are worth more to those they serve. You only become valuable as you go deeper into a specific niche. Cover less ground, but cover the ground you have in a better way. What are you doing to become valuable to a specific group?

Law 2 - Find Relevance -

Influence is all about connection. Connection comes through being of service in a way that matters most to those you serve. Your personal agenda does not matter, and your audience can certainly sense when you are self-serving. Authenticity, constant learning, and connection to the individual is an essential part of becoming and staying relevant. What are you doing to become more relevant to those you serve?

Law 3 - Accessibility -

In today's marketplace, those who are involved personally in their brand are the most influential. Are you involved in conversations with those you serve in real time? Do those you serve feel as though they know you and are acknowledged? If you consider

the most influential entrepreneurs in today's marketplace, their tribe feels as though they have a relationship with that person. What can you do to become more authentically connected to those in your audience?

Law 4 - Speed - We live in a world where people expect to be acknowledged and receive what they want instantly. This concept of speed has not only created a desire to have what we want now, but also an expectation that we can receive it in the way we wish. Speed, therefore, is not just about timing, it's about flexibility as well. Entrepreneurs today are expected to be able to support their communities quickly and with flexibility. Influence requires trust. Trust is developed by consistent delivery. And when you deliver faster and more flexibly than others in your niche, your influence grows exponentially. How can you be faster and more flexible than others in your niche?

Law 5 - Premium Exchange -

We often hear entrepreneurs talking about the importance of creating a fair exchange of value (more on this another time). I find that most do not understand what that even means. However, even if they did, it's not enough. They must create scenarios where prospects and those they serve receive a premium exchange. In fact, the exchange needs to deliver higher value to the others in their niche. When they do, it gives their tribe incentive to be more loyal to the brand and help it grow. How can you create more value for your audience than anyone else?

Law 6 - Build Community -

A community is a group of people with similar values, beliefs, desires and opinions. When people feel as though they are part of

something important, they tend to care about it, promote it, support it, and even make sacrifices for it. Recently a friend told me about how he woke up early and stood outside in the snow to get tickets for a concert to a favorite band. Your prospects will make the same kind of efforts when they feel this sense of ownership. When they are truly part of a community, they will almost feel a sense of betrayal when they do not support you. In a sense, it's genuinely like belonging to a family. How are you currently building and supporting your community?

Law 7 - Leverage possibilities-

There is a reason why this law arrives as the final step in the laws of influence. Leverage is utilizing the support, networks, knowledge, money, time, and other resources from other influencers or high-level partners. However, one thing that is clear about leverage is that those who are worth partnering with will not do so until you can demonstrate value to them also. To use leverage at high levels, you must demonstrate competence at the previous laws of influence. Who can you work with to create power and influence through leverage?

Influence is not something you either have or you don't. It grows by degrees. As your level of influence rises, you will see more opportunities unfold for you. Your profits will rise. Your name and brand recognition will improve. You will be considered an authority or expert in your niche. Your sales will arrive more from inbound inquiries rather than outbound campaigns.

Get started now to look for ways you can improve your influence today.

Over the last two decades, Douglas Vermeeren has conducted extensive first hand research into the lives of the world's top achievers. He has the success strategies of top business leaders from Nike, Reebok, Fruit of the Loom, FedEx, KFC, United Airlines, Microsoft, Disney and others to share with you. ABC television and FOX Business refer to him as the modern Day Napoleon Hill. He has authored 3 books in the Guerrilla Marketing series and is the CEO of Entrepreneur of Influence. He is a regular featured expert on FOX, CNN, ABC, NBC, CTV, CBC, The Huffington Post, NY Daily News and others.

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

Having a book is critical to growing your business.

Send inquiries to brian@briankwright.com

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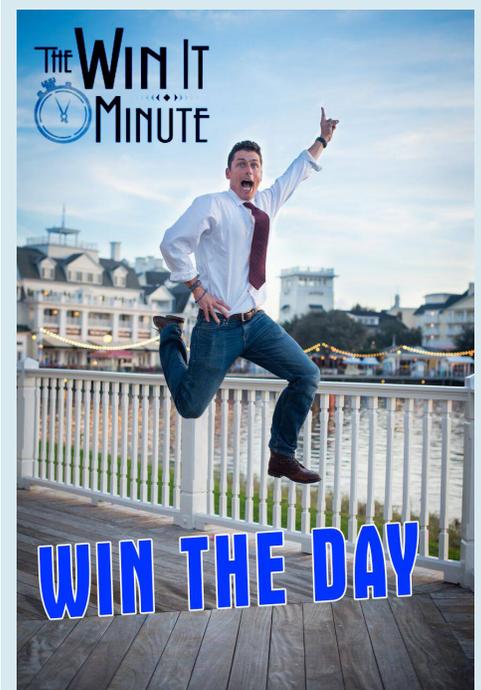
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SIX SKILLS TO BECOME AN INFLUENTIAL LEADER

By Ryan C. Lowe



Think about the best boss you've ever worked for. What made this boss better than the others? How did they inspire you to do better at your job?

Most likely, the attitude of this boss was the underpinning of their success. The best part of this revelation is this means we all can cultivate leadership qualities within ourselves because attitude is so critical to successful leadership. However, success is just one aspect of leadership.

Being an influential leader is more than success – influential leaders have the ability to transform their workplaces and create a new paradigm for success. Not only do these leaders contribute to their company's bottom line, but they contribute to a culture as well – and a great culture is always indicative of success.

Here are six skills all influential leaders have mastered:

- **Communication:** Influential leaders make their points in clear, concise, and

unambiguous terms. This clarity of communication is evocative of the positive attitude they bring to all situations. When people have nothing to hide, they speak boldly and clearly. Also, the communication is honest, forthright, and objective. Influential leaders don't deal in subjective feedback, they simply use objective, indisputable data to show their charges where they are and where they can be.

- **Organization:** Influential leaders are never caught off-guard because they are well-organized. The method of organization differs, but influential leaders are aware of everything their team is doing even though they may not be micromanaging them. They know where to find the right resources and where the answers to team member questions are. Organization helps these leaders have a positive attitude – they don't get frustrated looking because they are secure with the knowledge that instead of looking, they simply refer to their system.
- **Emotional Intelligence:** Influential leaders always have their finger on the pulse of their team's emotions. These leaders know when to turn up the throttle and when to pull back. They understand who responds to pressure and who needs reassurance. Understanding their team's emotional state allows these leaders security in knowing where the team is and where they need to go in order to reach their goals.
- **Focus:** Influential leaders don't get lost in the day-to-

day minutiae, but instead are focused on the near-future. They know what needs to get done, and their actions are oriented to achieving these goals and not getting lost. For their team, this focus is reassuring. Despite all the craziness that may occur each day, they know the leader is keeping them on the right track. Being focused helps improve everyone's attitude and morale because nothing is as dispiriting as feeling lost and living through drama.

- **Understanding Strengths and Weaknesses:** This doesn't just refer to the leader, but the team as well. Maybe Mike is better at talking to customers than Mary, but Mary is exceptionally organized and Mike flies by the seat of his pants. Influential leaders exploit these strengths – Mike will handle most of the customer interactions while Mary makes sure all the data Mike needs is easily available. Because Mary doesn't have the pressure of customer interaction, she's that much more effective in her job, and the same holds true for Mike. Both employees feel greater confidence and as a result their attitudes are positioned for success.
- **Mentoring:** Influential leaders take individuals under their



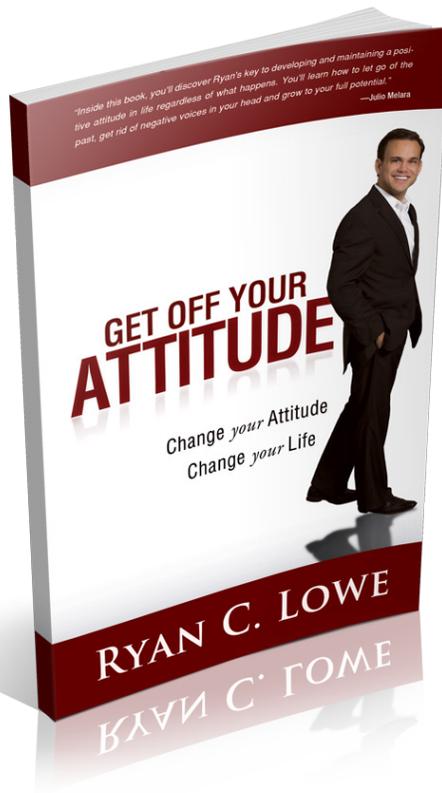
wing and help them learn. The best leaders feel a great sense of validation when their people get promoted or obtain incredible positions at other companies. The best way to tell if a leader is influential is look at the people the leader has led. Often these leaders will see their techniques employed by their protégés in these new positions.

Being an influential leader is not something beyond anyone's capability. If your attitude is positive and open minded, you can use all these skills to maximum advantage. Most importantly, the people in your company will benefit from your use of these skills because you'll be part of building a positive, objective-oriented culture.

Ryan C. Lowe, The Positivity Pro, is a professional motivational keynote speaker, trainer & the author of the book entitled "Get Off Your Attitude." His passion is to work with organizations that want to inspire and motivate their leaders and team members with principles that will help create a positive culture and mindset to achieve excellence. He also shares his key message: success isn't determined by background, experience, or anything else. It's all in your attitude. For more information his speaking and training services please visit www.ryanclowe.com or call 888.669.4011

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STRENGTH IN UNITY: KEYS TO LEADING CHAMPIONSHIP TEAMS THROUGH DIFFICULTY

By Coach Jim Johnson, Author, Keynote Speaker



I would never have won a single game as a coach solo; it required a team effort. In fact, not one Super Bowl nor NASCAR race driver would have ever won without their collective team's effort. Not one soccer game, baseball game, or hockey game was won solo. Championships are won through joint efforts of individuals, each bringing their own "A Game" to the field. Hence there is strength in unity.

America may have received its name after one man, Amerigo Vespucci, yet it was the strength of the unity of men from 13 colonies that won the independence of America. On September 9, 1776, the Continental Congress formally declared the name of the new nation to be the "United States" of America.

Where there is strength, there is a champion. To reach champion status is to constantly win over time in spite of the odds. There are keys to unlock the opportunity

to maintaining team cohesion over extended periods of time to reach a team champion status.

Here are five keys to successfully foster and maintain unity within your team.

Honesty

True strength in leadership is when one is not afraid to provide constructive feedback to their team members to foster growth in areas that need improvement. Recent current events may intimidate people who lead diverse teams. Never shy away from coaching and training opportunities in order to avoid conflict. Team members thrive when their leader demonstrates genuine care and interest for their career advancement. During times of civil unrest, be the person who is truthful, trustworthy, and genuine.

Respect

Nothing builds unity more than a leader displaying due regard for the feelings, wishes, rights, or traditions of their subordinates and team members. To achieve true respect from team members, a leader must be a team member. Take time to roll up your sleeves and work alongside your team members. Doing this will grow and strengthen your respect for your members and from them. It will also develop loyalty between you and your team. People respect you when they feel a genuine empathy from you for them. This is especially true when you do not compromise your values and principles. Do not be afraid to

make decisions and lead when it comes to reaching team goals.

Authenticity

In May, I presented a free webinar with guest cohost Jeff J. Butler, "Leading When Business Is Not Business as Usual" (go to www.coachjimjohnson.com to receive access to full length of this webinar).

The bottom line is just be true to yourself. If you don't see eye to eye with your team members, seek to understand. Remind yourself why you made that person a part of your team in the first place. You and the entire team can benefit from each other's knowledge and skillset. When their values mesh with the values of the business, you've created an internal motivator for success. Allow the opportunity for them to have a seat at the proverbial table.

When the chips are down and my team seems to lose hope in beating a strong opponent, I pause and share with them a time from the past when they faced a difficulty and were triumphant. Nothing infuses energy like reminding your team how much you believe in their abilities to accomplish a goal.

Drown out external distractions by keeping the focus on the actual task. Throughout the duration of the task, provide short- and long-term goals for your team to reach.

Transparency

Without giving away your leadership posture, share with your team members your own missed opportunities. Allow yourself to be human in the face of your team members. When they all know it is a joint effort for each one to individually strive to

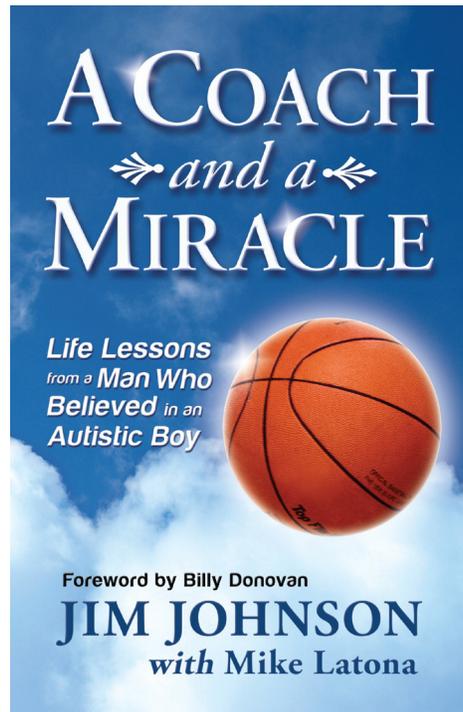
be their best, that will propel the team to excellence.

Communication

Communication is more than just speaking. The foundation of true communication is understanding. Everyone strives for understanding. As a leader, the start of your communication with your team is to first understand your team members. Because the essence of communication is a two-way process of reaching mutual understanding.

When you implement these five steps, you will find that your team is more unified. In turn, this will increase the success and effectiveness of the group as a whole.

Reach out to me anytime with your questions and success stories.



No, he is not Michael Jordan, Kobe Bryant, Russell Westbrook, or even J-MAC. But you would not know these guys nor experienced their basketball miracle moments if it wasn't for someone just like him, A Coach who believed in a Miracle. After spending 33+ years developing young people into winning basketball teams, Coach Jim Johnson knows how to connect with the heartbeat of a champion.

Coach Jim Johnson is a multigenerational Teambuilding Strategist who partners with companies to help them bridge the gap and transform their employees into one unified championship team.

Coach Jim Johnson holds a Bachelor of Science in Education from SUNY Cortland, and a Master of Science and 30+ hours in New York State Educational Administration Certification from SUNY Brockport.

HOW TO REMOVE YOUR SHAME BARRIER

By Brian Bogert



It's a shame how prevalent shame is. My work with clients aims to unlock their potential, and nearly everyone I coach eventually presents shame as a barrier. Shame researcher and wholehearted thought leader Brené Brown lays out all the ways in which shame blocks us, and sums it up beautifully by calling out two internal narratives: "you're not good enough" and "who do you think you are?"

The high-achieving individuals I encounter are the ones who mystify others on paper. On paper, they have accomplishments and accolades designed to impress, but shame's lies still swirl around at those pivotal moments for them as much as anyone.

For me, too.

Every time I've accomplished something meaningful to me, I have the urge to celebrate and share, but shame catches my tongue. An internal narrative begins with something like, "Don't say anything or they'll think you're bragging. Just who do you think you are to feel good about this? You should keep it to yourself, Brian."

The details of people's inner shame monologue vary, but often

contain two consistent themes. First, they conclude the problem is them, rather than something they've done and, second, they use the word "should." Guilt and shame often appear in similar contexts, but there is a big difference between the two. Guilt is associated with an action taken and its consequences, whereas shame centers around feelings toward oneself. As Brown put it simply, it's the difference between thinking, "That thing I did was bad" and "I am bad."

When it comes to understanding and healing shame, there are a few key things I've come to learn.

Shame is the ultimate wolf in sheep's clothing: recognize and reveal it. Shame is tricky because it can present very differently than one might initially think. For example, shame-based leadership comes across as fear-based leadership. Using threats or arrogance to coerce others into submission usually stems from deep feelings of shame.

We abuse those around us when we hold hurt toward ourselves. This does not condone the actions of a leader using those tactics, but it shines a light where we often can't see because we're so blinded by our own reactive wounds or anger under a leader like that.

In her book *The Gifts of Imperfection*, Brown lists three things that allow shame to grow: silence, secrecy, and judgment. She also offers empathy as the antidote. Recognizing some of the outward signs of shame presents an opportunity to acknowledge what might be driving the other person, shine a light and offer empathy instead. Do this for yourself as much as the other

person.

A popular saying worth remembering in these moments is that holding a grudge against someone is like swallowing poison and expecting the other person to die. Forgiveness and empathy have tremendous healing power, and can massively change outcomes.

Empathy is the antidote to shame: diffuse and defeat it.

These same empathetic rules apply to managing our own shame as well. My whole life, I've tended to be loud. If you've ever heard me speak or been in conversation with me, you've probably thought at least once that my volume knob was a tick or two off everyone else's. Part of it comes from my passion and energy, and part of it is just me. I remember the first time I realized I had shamed myself about my voice was when I encountered someone louder than me. He dominated the space unflinchingly, and my instinct was to tell him to quiet down. That's when it hit me — I've been telling myself there's something wrong with my amplitude, and I was about to reinforce that message to someone else. This realization and the accompanying emotions placed empathy where thoughtless judgment had been a moment prior.

There is a time and place for being at my baseline volume, and I do try to respect my environment and remain sensitive to my company, but I fight to not shame myself over it. I am happy to be respectful and mindful of others, and I do not have to be ashamed of wanting to express in a big way. Turns out, the more I embrace and love this part of me, the more power I give to others to

raise their passion level.

Eliminate the word "should."

One of the most shaming words we use is "should." It implies that regardless of what took place, something else should have. Whatever happened, what you did — it wasn't enough. You, somehow, weren't enough. The use of this language creates a mental barrier. When focus lies exclusively on what a person believes she should do, it prevents her from realizing and taking actions she would like to or could do.

"Should" roots the mind in the past. Mistakes happen, but the gift of them lies in what we do with them going forward. There's power in acknowledging them, but only so that they may then be applied to future action in a positive way. In other words, it's about thinking of what you could do differently, rather than should. Make a simple word swap and the intentional shift saves you from undermining the value of what happened and spares you from remaining stuck by what you can no longer change.

Kick "should" to the curb. If you take away nothing else, commit to at least this small shift in language. Remove this word to create space for growth and opportunity. Keep your energy and power focused on what's possible — what could happen — instead of wasting it on what you can no longer impact.

Get this habit under your belt, embrace empathy as a tool for deeper understanding and forgiveness, and watch as shame and fear begin to take a backseat to love and empowerment. Practice liberating yourself from shame and "shoulds" with

yourself, your children, your partner, your family, your friends, and your associates. The little interactions add up, eroding shame barriers everywhere. But, as always, the change starts with you.

Brian Bogert survived a childhood injury where he got run over by a truck and had his arm was torn off. Needless to say, Brian never let what could have been a lifelong handicap slow him down. His miraculous healing from a fully detached (and re-attached) arm taught Brian early in life that awareness, intentionality, and authenticity are the ointment that binds to success and human connection.

Today, Brian is a professional speaker and peak performance coach to executives, entrepreneurs, athletes, and others looking to unlock what is inside. He lives his life by the "if and how I can help" principle, which impacts everything he touches. His ability to provide energy and encouragement to those he interacts with inspires them to make their best even better. The foundation for his work is to help others become more aware, and more intentional so they can become who the already are, their most authentic selves. These are essential for becoming a positive leader across business, community, and family.

In addition to performance coaching, Brian helps lead and expand the Phoenix office of Lockton Companies – a global insurance brokerage firm. Brian's deep expertise and community-minded focus make him a strategic advocate for helping people protect and build their businesses. Prior to joining Lockton, he was responsible for mentoring new producers across the nation at a publicly traded brokerage firm.

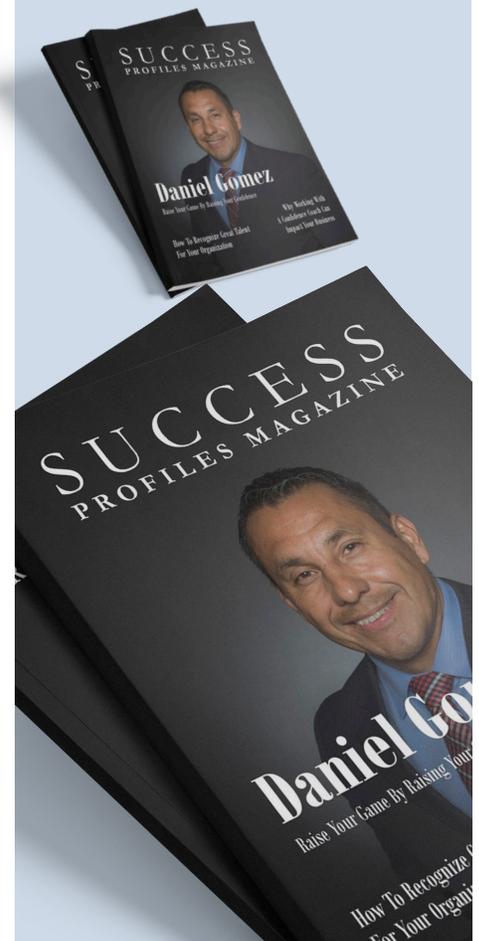
He has been recognized as one of "40 Under 40" by the Phoenix Business Journal and regularly as a top performer in the Southwest. He serves on the boards or advisory committees of American Cancer Society, Adelante Healthcare, TGEN, United Blood Services, the YMCA, Scottsdale Leadership, Valley Leadership and is founder of the Phoenix Children's Hospital Patient & family Alumni Leadership (PALs) group – the very hospital that so carefully aided his healing with an expectation of excellence. In 2013, Brian co-created a mobile app to help children understand confusing medical terms involved in their care. With more than 12,000 downloads in over 100 countries, Brian's work delivered upon the "if and how I can help" principle with a lasting legacy for the patients behind him.

You can learn more about Brian at www.brianbogert.com and you can reach him at Brian@brianbogert.com

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THE ESSENTIAL SYSTEM FOR BECOMING MASSIVELY PRODUCTIVE

By Dan LeFave



For everyone that treated the pandemic like an excuse to take a break, people like you and I were preparing for the future economy. We were getting ready to resume business, or keep it going strong, but with a new approach. We had our eyes wide open paying attention to shifts in the marketplace and people's mindset.

Isn't the motivation of getting our greatest ideas and work in the world why we started building a business in the first place?

Many people enter the "entrepreneurial world" with one goal in mind – to build and grow a successful business that will allow them to live a lifestyle they love.

They have dreams of living a full, happy life. They aspire to be the best in their industry without sacrificing their time for

themselves and their families. They strive to consistently earn more and working less.

To achieve that goal, most coaches advise creating a plan and taking massive action! They say "If you're stuck, create a plan and take massive action. Want to start earning more? Create a plan and take massive action. Need more clients? Create a plan and take massive action."

While that sounds like good advice, having a plan and taking action aren't enough to achieve your goals in this new economy. It's not just about creating a plan. It has to be a clear roadmap with small, actionable steps—a consistent progression of small actions that take you closer to your goals. You have to subtly sneak up on your goals by breaking the complex tasks down into small manageable steps.

It's not just about taking action. There needs to be a simple system that keeps you accountable, tracks your actions, and ensures you get things done efficiently. There needs to be a cost and a consequence of your inactivity. There needs to be a prize at the end that motivates you to think about where and how you're investing your time.

We are stuck trying to figure this out because we weren't taught in school about effective goal setting and how to efficiently achieve them. So, if you're struggling, know that it's not your fault!

For years, I was setting goals, but I didn't get anything done. I was writing my goals, but I didn't know a good way to track my actions and performance. My goals felt BIG and OVERWHELMING.

I had no clear vision to motivate me to take action. I even hired a coach for \$10,000 but she didn't have the simple steps to follow that would help me take action on my goals.

I didn't know any better, and the worst part was that when I didn't achieve my goals, I felt disappointed. I felt like I wasn't good enough. It made me feel hopeless, worthless, and unmotivated to continue trying.

You see, creating goals and achieving them is something I've never learned growing up.

Nobody did!

It took me years of stumbling my way through goal planning and execution testing out various systems and techniques.

Having a system that helps you break your goals into small actionable steps allows you to track your progress, and executing your plan consistently is incredibly powerful. It has made me a lot more accountable about what I want in life and allowed me to continue growing my business without sacrificing time with my family.

But learning how to craft a clear map of your BIGGEST goal, breaking it down into small actionable tasks, and establishing a plan to keep you accountable is no small feat. It requires accountability, clarity, and persistence.

After all, goals without actions aren't really goals, they're just fantasies. And actions without goals aren't really actions. It's just mindless behavior.

There is a system that will allow

you to achieve your biggest goal in 12 weeks instead of 12 months. It's a complete plug and play 12-week productivity planner designed to help you achieve your goals. If you want a copy of the planner, send me a direct message on LinkedIn and it's yours to use.

You can find me here:

www.linkedin.com/in/danlefave

Daniel is the #1 Best-selling Author of Live the Life of Your Dreams - How To Stop Working Insane Hours And Start Living An Awesome Life.

He has helped build and grow multi-million-dollar businesses. Seasoned entrepreneurs are his sweet spot. Daniel is the no excuse "prepare for success" business coach and is passionate about helping business owners get laser-focused and targeted so that they achieve their goals faster and easier. He helps entrepreneurs align their mindset with their goals and guides them to achieve them faster and easier by identifying and removing the mental barriers that are causing the problem and creating a roadmap for success. Daniel's clients enjoy more success, peacefulness, greater mental acuity, greater focus, and overall a huge uptake in productivity, success, and income.

Visit him at www.danlefave.com

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

Having a book is critical to growing your business.

Send inquiries to brian@briankwright.com



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IT'S OKAY TO TRY SOMETHING DIFFERENT

By Kocysa LaShaun

It's unavoidable to the point that no matter how you try to get around it, it's there...racism here, racism there. Black Lives Matter! White Lives Matter! All Lives Matter! It has created, as always, a lot of mixed emotions for and from everyone.

For the space I'm allowed here, I simply want to share what I've experienced in my 41 years of living with hopes that it'll open someone else's eyes to try something different. Having been a former Criminal Justice teacher, having worked in corrections, and having been a member of two non-denominational churches—one being very predominantly White—I struggle with some of the things happening, and I just simply want to say it's okay to try something different. You just might like it, and that it's okay to ask about that which you fear and/or don't understand.

First, allow me to share a little bit of my background. I grew up in an all-Black Baptist church in a predominantly black neighborhood and school. Because that was all I knew growing up, my first experience, upon invitation, at a mixed, non-denominational, predominantly White church was a bit... not my style.

I was not feeling it, I was not having it, I didn't understand it, it just didn't make sense. It wasn't because I didn't like White people, it's just not what I was USED TO. I wasn't used to this particular calm, not quite as loud, too slow songs, and seemingly boring



atmosphere. I went one time and made excuses after. There is a lot of truth to the philosophy that we fear or denounce things that we don't understand.

An Inner Shift

A few years later, upon another invite, I visited yet another non-denominational, predominantly White church. But there was something different this time. While it was predominantly White, there were several other ethnic groups that made it more inviting, not to mention the leadership (the pastors) were not all of one race. They were very warm and welcoming. That's not to say the first church wasn't, but this time, something in me had shifted. Regardless of where we are in life, or where we go, people and things will look the same until something in us shifts.

Beyond the Shift

Because of that mindset shift, I became a member of the second church for ten years seeing it grow to over 20 nationalities with a

constant, diverse leadership, and a huge advocate for not just any type of adoption, but interracial adoption – something I'd NEVER witnessed, let alone heard of before until then. But it wasn't just diverse ethnically, but also physically. Several members were mentally or physically impaired, but no one treated them as such. Yes, certain accommodations had to be made, but they were still treated as family and included in many activities (and not for the impaired).

There were several events to celebrate the different nationalities, such as Black History Month, Cinco de Mayo and other ethnically themed dinners. But the one event that I found very intriguing, interesting, and eye-opening was "Dinner in the Dark". It was a dinner event hosted by a blind couple who invited us into their world for a night of dinner and worship. We would tape all the windows and doors to prevent any light from shining through. We would tie a rope from the entrance throughout the room to guide us. We served the food in the dark to each person and we ate in the dark while listening

and singing. Afterwards, we'd laugh together after seeing who made the biggest mess eating. But this was such a beautiful way to experience life from someone else's perspective.

Stretched Comfort Zones

Probably five years or more later, having moved to a different town and having been inactive for a while, I attended another church. I wanted the same type of environment, so I actually emailed this church to inquire about the diversity of their congregation. When I visited, yes, I was looking for the other Blacks. Just being honest. I saw maybe three or four. BUT, they too (the church) were very warm and welcoming! And I kept attending until some personal issues started happening and I became inactive again for another two to three years. But when I returned, there were some familiar faces... still not many Blacks... that I connected with for the first time or reconnected with.

And even though I never became an official member the second time, it felt like home. So much so, I joined the praise and worship team as the only Black person standing on stage in front of a 99% White congregation. But none of that mattered to me and I sung my heart out because again, something years before had shifted in me, and I was okay with doing something different, or going against the grain if you will. And it wasn't necessarily to make a statement.

The opportunity arose, it was something I was passionate about, I tried out and they accepted me. I honestly couldn't tell you if there was an ulterior reason or how the congregation

felt to have a Black lady standing on stage singing. But what I can tell you is that I will be forever grateful for the experience and was surprised by a few who did express their gratitude who seemed somewhat nonchalant.

I shared all of that to say this: It's okay to try something different, but it does require an inner shift to do so, and to keep stretching yourself to think and act beyond whatever you consider to be 'your norm' or your 'used to'.

If I allowed myself to become caught up in the 'what ifs', I would not have had the pleasure of meeting the many great people I met, or even sing on the praise and worship team, which was the highlight of my time there. We can sit back in our bubbles seeing life through the lives of those who taught and/or raised us and let that be our end all be all, or we can allow ourselves to step into new territories and new experiences, even when uncomfortable, because you just might find that you actually like it.

And that's perfectly okay!!!

Even if you don't, it's still okay, at least you tried! But if there wasn't a shift in you yet, try again!

Kocysha LaShaun, 'the Purpose Accelerator', has made it her personal and professional mission to help others 'See Self as God Sees' so they, too, can Be Accelerated into Purpose (the name of her business). She provides teaching, coaching, consulting, and book editing services to business leaders/professionals, solopreneurs, and ministry leaders who need help stepping into their purpose or expanding the realm of their purpose. More specifically, she helps others overcome strongholds, create better systems of organization, and implement new ideas for expanding their reach. In addition, Kocysha is the author of two books, and contributing author in two soon-to-be released anthologies, of which one she is an editor.

In her down times, Kocysha loves to read, write, and serve. She holds a special place in her heart for the homeless community and those previously incarcerated. She is also a huge fan of K-Love.

For more information, Kocysha can be found on Facebook, Twitter, LinkedIn, and Wordpress under @kocyshalashaun.

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THE VALUE OF PERSEVERANCE

By Jeff Hodges



You see it in the headline news every day: "Young up and coming company FAILS after long battle with early stage growing pains". Seeing someone's hopes, dreams, and ambitions right down the drain is a sad sight to see. But you might ask yourself, "Why?"

Why did it have to be that way—or DID it have to be that way? Did they fail because it was a "no win scenario" (which I personally DO NOT believe in...) or did they just give up hope, possibly right when they were on the brink of SUCCESS? Basically, did they just decide to quit?

You see, your mind controls every aspect of your life. It decides if you are going to eat healthy or eat junk. It decides if you are going to drive recklessly or be safe. It decides if you are going to be a good parent and play an active role in your children's lives, or if you are going to just let them fend for themselves. And, it decides if you are going

to KEEP ON KEEPING ON when the going gets tough (and it WILL) in your business or career path sometimes.

If you don't have perseverance, then it doesn't matter what other great qualities you have. You can have all the knowledge available to attain in the industry you work in. You can have the top-of-the-line product in your industry. You can have any and every advantage you can think of, but if you don't have perseverance then you are doomed!

Now, why would I say such a thing?

I say it for this reason. No business has ever gone from concept to all out success without going through some growing pains. The difference between the ones who made it through those growing pains and the ones who fell by the wayside is that the ones that made it had perseverance. *They had that get up and brush the dirt off their knees* mentality. They looked their adversities in the eye and screamed, "IS THAT ALL YOU GOT?"

Let's look at Webster's definition of perseverance...

Perseverance: steady persistence in a course of action, a purpose, a state, etc., esp. in spite of difficulties, obstacles, or discouragement.

Think of a fly for a minute. Consider all of the qualities that a fly has. What is the one that comes to mind first? Well, have you ever tried to get rid of a fly? Have you ever successfully talked

a fly into leaving you alone? Have you ever successfully discouraged a fly in any manner? Seriously, a fly gets on a mission and determines that SUCCESS is the only possible scenario. Even under the threat and possibility of DEATH the fly persists and persists, unyielding in its methods. It has a literal "do or die" mindset.

Another perfect example of perseverance in its purest form is that of a child. Have you ever had a child ask for something one time and take no for an answer? Of course not. It's always, "Mommy, can I have that? No... Mommy, can I have that?... No... Mommy, can I... HERE, just take it !!!"

Sound familiar?

Or what about when they were learning to walk? Did they fall down a couple of times and say to themselves, "Uh, I don't think this walking thing is for me" or did they get up over and over and over again until they finally mastered it? Once again, the "do or die" mindset.

Now, read that definition again and tell me that there shouldn't be a picture of a fly or a child next to it! I think Marie Curie had it spot on when she said, "Life is not easy for any of us. But what of that? We must have perseverance and, above all, confidence in ourselves. We must believe that we are gifted for something, and that this thing, at whatever cost, must be attained."

Ladies and Gentlemen, it has been said that getting from one mountain top to another inevitably involves traveling through a valley, and that is quite obviously true. It's easy to fall from a mountain top and often times a difficult climb to the top of the another. So, the next

time you are in that valley and staring up at the next mountain top that you are trying to reach just pray a little prayer and ask for the perseverance of a fly or a child! It just might possibly make all the difference in the world.

Jeff Hodges has been a Life Coach for over a decade. He coaches with a focus on mindset and self-empowerment, which he feels are two main keys to success. While he's very comfortable teaching to groups, his main joy always has been one-on-one. He likes to really connect with his clients and he feels this is the best way to accomplish that.

Jeff developed his love for personal development as the result of searching for a way to turn his own life around and in the process, developed an equally intense passion for teaching and helping others. He spends every day working on becoming a better version of himself because he wants to be better equipped to help others do the same.

You can reach out to Jeff at jeff@journeywithjeff.com or visit his website at <https://www.journeywithjeff.com>

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THE LAW OF ATTRACTION...IN ACTION!

By Steve Gamlin



"So...how does this whole Visualization/Attraction thing work?"

That is a question I hear often. You know when I hear it most? Right after I've created a powerful example in my own life.

My roster of individual and corporate clients grows every time I generate a breakthrough moment or experience...and then they create their own.

Recently, I got to be part of a Visualization which breathed life into the Paul McCartney lyric: "Take a sad song, and make it better".

If you have read my previous articles, you are probably familiar with the name 'Super Teddy'. For the past decade he has been a fixture of my speaking career, appearing in two of my personal development books (he wrote one of them!), a calendar for charity, a full set of motivational postcards, and even his own social media platform.

Sadly, Super Teddy crossed the Rainbow Bridge unexpectedly in late May.

This is where a new mind-blowing Visualization/Attraction journey began.

Before I elaborate, here are the three basic steps I use to explain and engage Visualization and the Law of Attraction:

1. **SEE it:** know what your goal looks like.
2. **BE it:** become the person you will need to be to achieve.
3. **DO it:** take all actions necessary to bring it to fruition.

The day after Teddy passed, a baby giraffe was born at The Virginia Zoo and, in exchange for a small donation, people could suggest a name for this new arrival.

As one of my Vision Board coaching clients (#Giraffrica Jen) had spent the previous two years saving for an African safari, I wanted to share this exciting news with her.

She reminded me that one of Super Teddy's favorite toys (and believe me, he had dozens) was a tiny stuffed giraffe with a squeaker in it.

So I thought...

SEE it: Envision Teddy's name emblazoned upon the giraffe enclosure at The Virginia Zoo. Imagine a baby giraffe bringing joy to staff and visitors alike, with Teddy's name attached, as he brought so much joy to people for more than a decade as my fuzzy-face little brother and canine co-author.

It would be his legacy.



A 'giraffe epitaph'.

BE it: Get into the mindset of who I would need to be to guide this goal to fruition. Begin to develop the backstory to explain my goal, the reverent tone it would require, and identify as many people and resources as possible to help get the word out.

DO it: Go to the Virginia Zoo website to learn more about how to make the donation and suggest Teddy's name. After doing that, I shared a message in the thread on their Facebook page explaining the reason behind my nomination. Then shared the opportunity across all of my social media platforms, plus several direct-messages to people whom I know had been huge fans of Teddy over the years.

A big part of the Action Plan also required me to be timely, as there was a limited window of opportunity to submit donations and suggestions. That meant that my typical 'wait until the last minute' tendencies would not serve me well, as it would not allow others to pledge their support.

Believe me, that pattern has dogged me my entire life.





It was such a joy to see so many people inspired by the Vision that I had created and shared. Pavlov would have been proud of how quickly I began to smile with tear-filled eyes every time a notification bell rang in my office.

More than 300 names were suggested, and nearly \$3000 was raised for Zoo programs.

We were overjoyed.

What made it even sweeter was the announcement of the Top-5 names which would go into the final decision.

- 1) Frankie
- 2) Asher
- 3) Norman
- 4) Acacia
- 5) Teddy



I won't lie: a bit of concern crept into my mind.

Not knowing how they were going to make the decision, I secretly hoped that, if Teddy was selected, it was not a pity-vote.

That's not how we roll.

The next day, I was relieved to learn how the selection was to be made.

Five Zoo team members, each with a nominated name on their back, would stand at the gate of the giraffe enclosure holding up a leaf-covered branch for snacking, tempting proud papa Billy the Masai Giraffe to take a bite.

Whichever one he touched first would determine the name of his son.

As I watched the live broadcast, Billy ambled over to the assembled crew.

He lowered his head, wavering between the first two, then to his right.

Teddy's branch.

Almost immediately, he also nibbled on the leaves of Acacia.

According to the judges (a pair of ostriches named Jack and Gobbles): It was a tie.

"Ladies and gentlemen, please welcome the newest addition to The Virginia Zoo: Teddy Acacia!"

Yup...I was bawling.

We did it!

Myself, my family and friends, my Vision Board clients, and dozens of others on social media (including

strangers who were touched by Teddy's story) all pitched in to bring my Vision to fruition.

Does it mean we were guaranteed the outcome we desired?

Not at all.

But if all those efforts had not been made...if those donations and name-suggestions had not added up...if all those likes and shares had not been there to buoy our conviction and commitment to seeing it through...we would not have had the chance to succeed.

SEE it...BE it...DO it.

Please remember these steps for every flavor of success you wish to savor in your life: in your career, finances, relationships, etc.

Somewhere, Super Teddy's tiny fuzzi-ball of a tail is wagging right now.

His little giraffe, the toy which inspired the social media longshot that became a beautiful Visualization success-story, is right here on my desk as a reminder to me, and now to you, of how the name of a tiny rescued Yorkie-Pomeranian went on to be shared with the tallest animal on Earth.

Wag on, my friend.

Now in his 16th year as The Motivational Firewood™ Guy, Steve Gamlin shares his back-to-basics blend of positivity and humor with corporate and conference audiences around the country. Drawing from a decade in the radio industry, 7 years of stand-up comedy and his lifelong personal development journey, Steve shares 'real' messages for 'real' people. He recently launched his "Engaging Your Why / Vision Board Mastery" audio learning program at MotivationalFirewood.com.

FEARLESS VISIBILITY — WHY OUR SOULS ARE CAMERA SHY

by Madeline Faiella

It's not what we see that's visible, it's who we are. Are you hiding? Beyond masking and living in the shadows, there are so many areas of life that are run by the subconscious stories and beliefs that we silently repeat so that our own souls become camera shy.

You may be successful in finances or health, for example, yet hiding the rest of that true being that is you. So much of our truth lives in a filter obsessed world and it's not supportive to evolution, growth, or success.

INNER WORK

Wouldn't you agree that being authentic takes a lot of inner work? The word MINDSET has been used to a nauseating degree; however, it's our inner game that drives each decision we make.

When we're young, insecure, comparing ourselves to others, and believing and carrying those stories into our teen years, we began to build walls around beliefs that limited our natural feelings. Our souls are camera shy because we were brought up to think a certain way.

MASKING OURSELVES

Our souls—our very being—is often **hiding behind multiple masks**. There's a mask for:

- Attending a party
- Going on a date



- Having dinner with friends
- Having dinner with family
- Walking into a crowded room
- Leading your company
- Your team mask
- and so many other masks.

As children from birth to 7 years old, we are shown all the masks we are supposed to wear.

*Don't cry! Be quiet!
Eat everything on your plate!
You'll never get that done!
That's only for rich people!
That's only for poor people!*

Add to that racism, bias, and religious beliefs. IT'S ENOUGH FOR ANYONE TO QUESTION *which mask must I wear today so that everyone is happy*. I remember those days and it was confusing. We are meant to BE happy, or at least live in neutral.

CAMERA SHY

No wonder you are camera shy. The camera is simply an object, yet the pain of baring a confused self to the masses—whether they be 3 or 300,000—becomes the ongoing ritual of anxiety, depression, and often suicide.

As a former professional singer, I

know all too well the gap between one's self and the multiple masks of survival. Masks kill our success, wellness, and joy. Masks are a slow death that takes place each minute of our life.

VALUE YOUR SELF

YOU must know your value and embrace your flawed, vulnerable, beautiful self. Listen, unless you are at a Venetian Gala, masks are not required!

It can take years to unmask and be 'camera ready', or you can apply principles that will support your growth as the person you are. It's like *The Dance of the 7 Veils*.

"Based on the Biblical description (Mark 6:22) of a salacious dance performed (by Salome, according to tradition) in the Court of King Herod. The term "dance of the seven veils was said to first be used under the stage directions of Oscar Wilde's play, Salome 1891."

According to Wiktionary

BARRIERS 'N' VEILS

Isn't it true that we have barriers up and they've become solid,

hard and impenetrable? Being open and vulnerable, we face and embrace all that we keep behind those masks and barriers. However, the good news is that you can move through as though those masks and barriers are light and airy veils.

Many entertainers, celebrities, and front people are hiding behind that mask of insecurity. I had a gap between the stage and ME that I wasn't aware of. Once aware, I realized we have gaps in all areas of our lives, and it started when our thoughts were no longer congruent with what we felt.

Camera ready is nothing more than walking out of your house into life and not being thrown off because you were taken by surprise. It means that even with some veils still floating around, you're aware that you can rewrite the stories that built the walls and barriers, and that you have them in "veil-like" airiness so that you are dancing with your soul.

Fearless visibility means being you. When you are you, you will align with the camera to your success!

Madeline Faiella, CEO/FOUNDER of Madeline Faiella, LLC, is a certified speaker, mindset coach, and author. Her understanding of cultural differences is expansive because she spent a decade in Europe, Japan, and the Netherlands.

Madeline shared stages with Bill Walsh, Nancy Matthews, Rey Perez, Christopher Salem, and many others. She was a keynote speaker for NAPW where she spoke to a roomful of corporate women. Madeline has been interviewed on radio, podcasts, and TV in her different positions as a successful performer and artist and currently as an influencer, speaker, coach, and mentor.

Madeline was awarded the NAPW Woman of the Year Award for 2017-2018, served her country, receiving The Certificate of Esteem from the U.S. Military for her performances for our troops on a 7 week tour in Germany and has certifications and certificates of completion in various programs. Madeline attended School of Visual Arts and Keiser University, in NYC and Fort Lauderdale, respectively.

Her topics range from emotional intelligence, leadership, creativity, clarity, courage and feminine energy. She calls this #Femnergy™. She works with women so that they understand how to embrace their power allowing them to hold higher positions and to stand in their independence and interdependence in their personal and business life.

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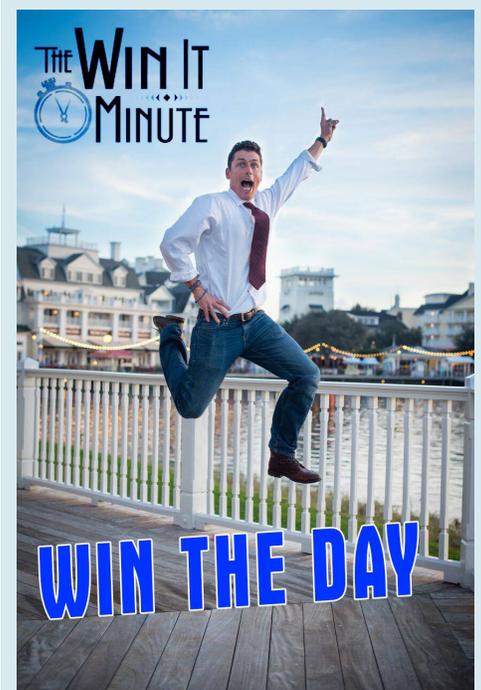
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HOW SETTING COMPASSIONATE BOUNDARIES IMPROVES RELATIONSHIPS

By Megan R. Fenyoe



Communicating with compassion often means setting boundaries. We don't usually connect "kindness" and "boundary setting." Being a mental health therapist for over 15 years as well as a transformational mindset coach, I have struggles with setting boundaries with clients as well in my personal life. I have learned, the hard way, that kindness and boundary setting balance each other, and when they are balanced, they allow for true compassion.

Have you been raised to think that everyone else's needs are more important than yours? Do you constantly give until you feel exhausted? How about settling because someone else told you this was all you were worth?

Do you find yourself constantly nagging at others to get what you want, pushing other people

to constantly feel they need to put up walls and be firm in their dialogue with you? Do you feel resentful, unfulfilled, even unsafe to be intimate or open in certain situations or with certain people?

These are some of the actions and responses that happen when you have overstepped your own boundaries, allowed others to push beyond your boundaries, or have no idea what it even means to have a boundary.

Maintaining boundaries is an act of love towards both yourself and another. They are guidelines in our human reality, which take into account one's physical, emotional, and psychological states in order to create situations that really nourish and provide room for more connection.

Throughout my life, I've had to learn to set boundaries with people that I love. As a mental health therapist, I often find myself caring for others and going above and beyond to make sure everyone in my life, including my patients, are happy. When I do this, I begin to neglect my own needs.

Boundaries are healthy.

Boundaries are not wrong and disrespectful.

Boundaries are needed in order to have a healthy relationship with others and with yourself.

In the course of our lives, we spend most of our time with just five people! Success experts say that who we spend our time with is a key influence on our happiness—and whether we succeed or fail. Some relationships uplift and inspire us, and others are downright draining.

Some people can be mean and will try to take their issues out on you. Avoid those people. Their attitude towards you is more about their own struggles and fears than it is about you. Send them some compassion, but don't allow yourself to be their punching bag.

In my bestselling book, *You Are Enough: 5 Steps To Move From Struggle To Strength*, I share my story involving my ex-husband and the 6 years of narcissistic abuse I endured from him. When I was in the midst of all the drama with my ex-husband, I constantly felt drained physically and emotionally. I was so focused on trying to make our relationship work that I forgot about the relationship with myself. I was not eating right, I lost weight, I gained weight, I hardly slept, I was on edge all of the time, I got more grey hair, and the list goes on.

Once I was able to accept the fact that my ex-husband's behaviors and actions towards me were more about him than it was about me, I was able to begin to recognize the damage this relationship was having on me—not just mentally, but physically as well. This is when I began setting boundaries—boundaries that saved me from going literally off the deep end.

Toxic relationships can literally make our bodies unhealthy. We need to be aware and be intentional with whom we spend our time. The people in our lives can either help us or hinder us. We have to learn to set boundaries with others to ensure that we are taking care of ourselves first.

Here are some ways we might set self-compassionate boundaries, big or small, internal or external.

- reminding yourself that you're not responsible for someone's feelings.
- not letting someone's opinion on dieting or weight loss color your own (i.e., being firm on your stance that dieting isn't for you and you don't need to

be convinced otherwise).

- walking away when someone is yelling at you.
- telling someone when they've hurt your feelings.
- not answering calls during the day when you're working (or when you're relaxing).
- declining to help someone out because you've scheduled something else (whether it's a work commitment, yoga class, or an evening alone to catch

your breath).

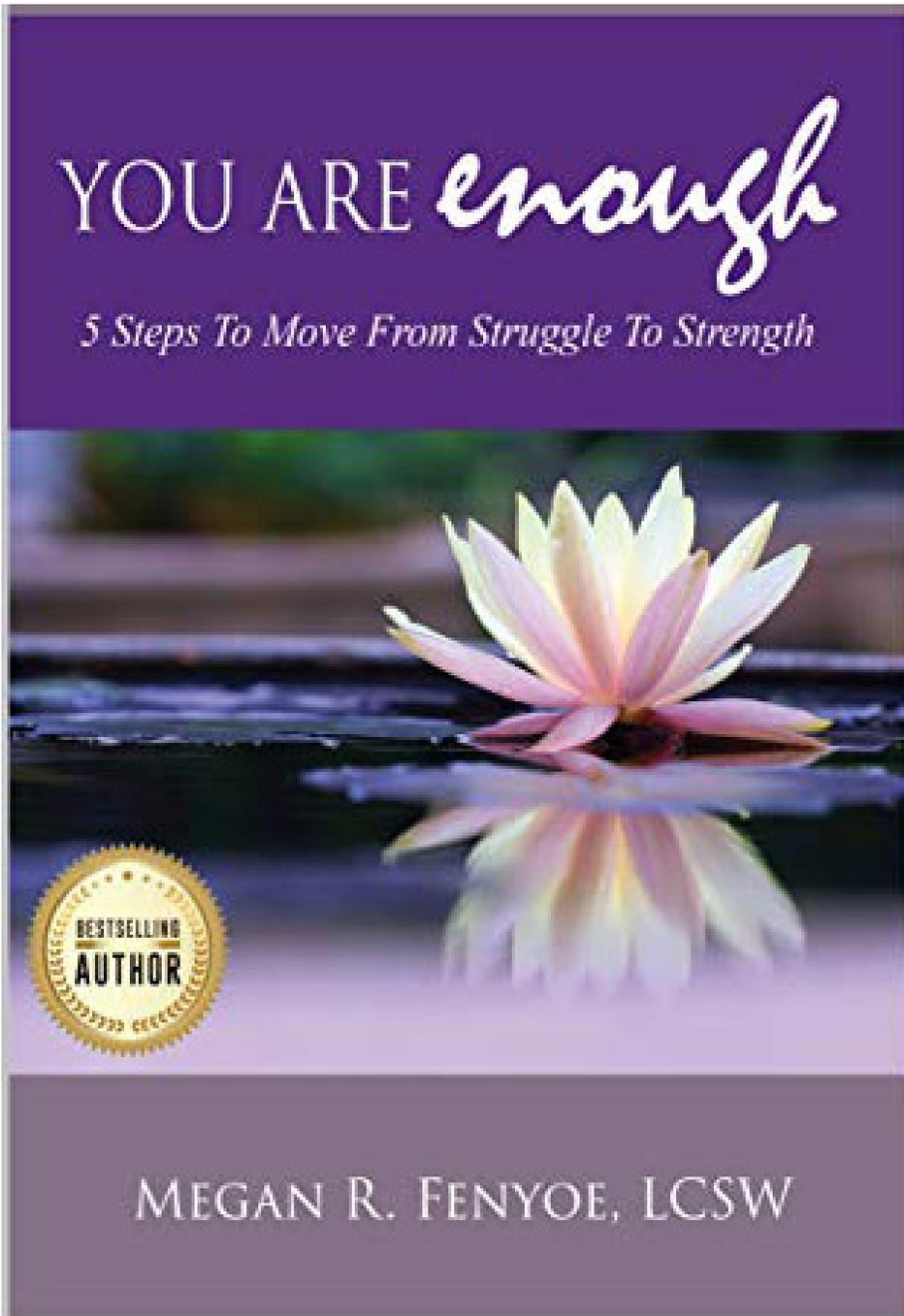
The key is to set boundaries that are firm, to set them in a timely manner, and do so without condemnation. People understand and honor, firm, and respectful boundaries. These are the "good fences" that make for good relationships.

People may not understand your boundaries, and that's OK. I'm not sure that it's our job to make them understand. We can explain where we're coming from (if we want), and leave it at that. We don't need to convince others or wait until they "get" it.

I think that's one of the most important points about boundaries: We don't need others' permission to create or maintain them.

If someone else expressed anger or upset about your boundary, invite in a self-responsible compassionate form of communication. Can they express and own their feelings? If they are projecting, blaming, or shaming you, this would be a perfect time to set another boundary. It may be "I am sorry but I am unable to hear what you are needing right now due to the strong language or emotional upset, when you are ready to communicate in a clearer, calmer manner I would be happy to return to our conversation. Until that time, I am going to pause here and take my space.

By making clear that we won't compromise ourselves, and by not getting involved in "people-pleasing", we are less likely to be angry. It is when we don't set clear boundaries and end up being inauthentic with ourselves that we feel anger at ourselves, and





this anger tends to be projected outwards on the other.

Remember, life and relationships give us an environment to practice, we all trip up from time to time. I invite you to let go of perfection and remember you must take one step in a direction to be closer to the quality of relating you desire.

A few things to remember:

- 1. Your **feelings are valid**. START LISTENING.

- 2. **Choose boundaries** that help you thrive and be more available for life
- 3. **Self-Care/Self Source!** Remember to put your oxygen mask on first. After all the boundary setting and communicating is done, take some self-time. This would be a perfect moment to go into an experience which nourishes you. Maybe a walk in the forest, nature time, the beach, gym, or yoga class.
- 4. **When you are fueled**, it means your relationships are fueled.

Setting boundaries gives you the opportunity to make your relationships stronger and more trusting. But first, you must have the courage to stand up for yourself. You need to be able to tell people about your boundaries—and to enforce them if they're violated.

It can take a great deal of courage to enforce boundaries with

people, especially if it's something new. But as you get used to setting limits and holding people to them, you'll come to have more confidence. When you feel more confident, you know that you'll be less likely to be treated in a way that is unacceptable to you. That gives you a stronger footing in your relationship.

All relationships benefit from having greater boundaries. When you have the courage to expect healthy behavior, you will also find it easier to trust others.

Megan R. Fenyo is a Veteran, Licensed Clinical Social Worker (LCSW), transformational mindset coach, bestselling author, and professional speaker. Megan recently published a book called You Are Enough: 5 Steps To Move From Struggle To Strength which was the #1 New Release on Amazon and also where she was able to make bestseller. Megan has been featured on multiple podcasts as well as various other print and online magazines. You can find out more about Megan, plus get a host of free training tools and more online at www.missionstrengthsd.com



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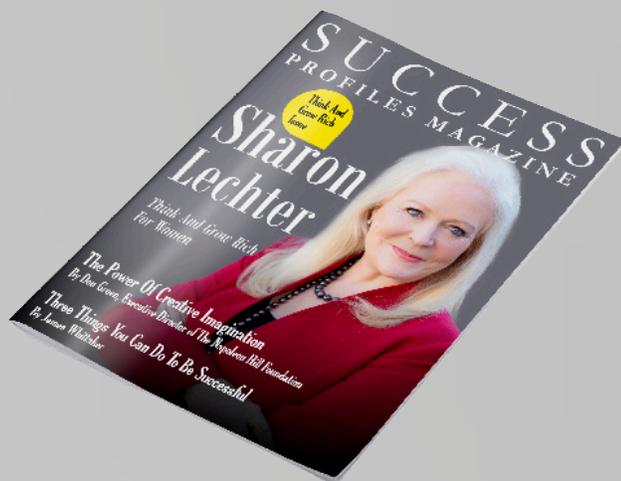
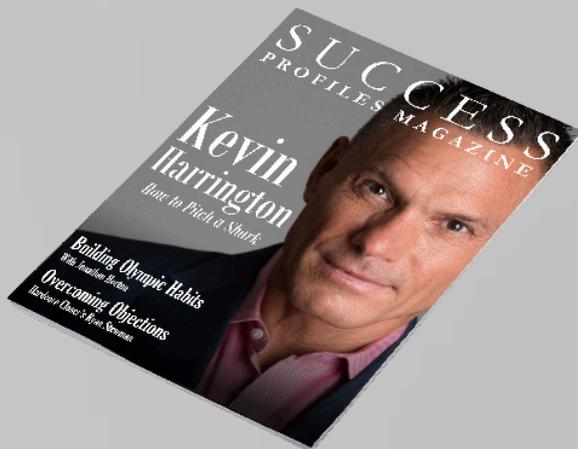
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