

ANNIVERSARY ISSUE

**UPDATES JULY '22**

**4th of July Personal Injuries**



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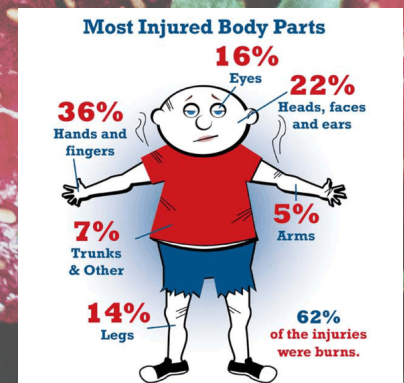
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Independence Day, or the Fourth of July, is the Anniversary of the adoption of the U.S. Declaration of Independence by the Second Continental Congress (July 4, 1776). It is the most significant secular holiday in the country. Celebrating the day became common only after the War of 1812. After that, civic-minded groups worked to link the ideals of democracy and citizenship to the patriotic spirit of the day.





# Four Success Principles

By Hugh Ballou

(edited for relevance, timing. Originally published 2016)

Welcome. I am excited about sharing my success principles. I have been teaching leadership for 30+ years with social entrepreneurs. While watching the Olympics in Rio in 2016, I came to the realization that I am addicted to these games. I also realized that all of these American athletes had worked very hard. They have trained very hard. They have outstanding coaches. I meet people every day launching an enterprise, and they are just going to do it, no coaching, no training. They are going to run a marathon and die on the road.

This session is about equipping yourself for success with my success principles. It's a session about transformational leadership. Transformational leadership is the model for growing your business and is infinitely scalable. It is about transforming your idea into results. It is about converting your passion for profiting. It is about building your high-functioning team. It is about creating the life that you want.

People ask me, "What does a musical conductor know about leadership?"

I respond, "I am a musical conductor. I know about leadership." Throughout the 40 years of my career, I brought people together who were singers. I transformed them into a choir, and then I transformed them into an ensemble.

## On the Lighter Side

**Patient: "Hey Doc, Help, I'm addicted to Twitter!"**

***Dr. I'm sorry, but I don't follow you."***

**Knock, Knock  
Who's There?**

**Europe!**

**Europe Who?  
Europe early this morning!**

**Two dragons walk into a bar. One says  
to the other "My is it hot in here"**

**The other dragon shouts "Shut Your  
Mouth!"**

**Q: Why did the newspaper talk to the  
ice cream cone?**

**A: It was trying to get the scoop!**

Same thing with instrumentalists. Formed an orchestra and transformed them into this high-functioning team we call an ensemble. It is where the sum of the parts is not it; it's more significant than the sum of the parts. We have 50 players and 200 singers. It's not about that. It's about the high-performance culture to achieve that high standard of excellence. That culture reflects the conductor, just like your team demonstrates your leadership. When we want to complain about our team, it's good to look in the mirror and understand why they are functioning that way.

This session is about creating a culture of high performance. High-performing teams are a culture of excellence, and

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## *Missed Any Episodes?*

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[Maximizing the Impact of Your  
Nonprofit's Digital Marketing Efforts](#)

[An Education Path to a Brilliant Future:  
Interview with Jay Levin](#)

[Why Feminine Leadership  
is the Future](#)

[NPE Clergy Panel on Future](#)

**STOP THE PRESSES!  
HOLD THE PHONE!!  
ARE YOU EVEN AWARE  
OF THE NEWS?**

**[Celebrating 300  
Episodes](#)**

**The 300th Episode of the  
NONPROFIT EXCHANGE  
JUST AIRED JUNE 28TH**

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## Success Principles

that is the point of transformational leadership. It was developed in the 1980s by two authors Burns and Bass. Burns wanted to reform our political system, and his book was titled Transforming Leadership. We are still in that transforming phase. It has been adopted and moved into a style of leadership that is extremely powerful. As I said earlier, it is infinitely scalable.

It is not about you; it is about the vision. It is not that we are the boss. We do what we want other people to do: we model excellence, commitment, and passion. Whatever we model, people will reflect on us. The leader sets the standard. The transformational leader builds leaders on teams, builds a high-functioning culture, mentors others, avoids micromanaging, learns to delegate, and primarily, influences others by the power of influence, not the power of position. It is not the boss, which by the way, is double s-o-b. We are not the boss; we don't have to approve everything. We have defined a culture of high performance with the standards of

excellence is defined as guiding principles.

By the way, if you go to my website [thedefinitiveleader.com](http://thedefinitiveleader.com), you can get my free report on this. It gives you videos on these four principles I will talk about. It gives you information about leadership, about how important this is to the excellence you see and the vision in your brain. The session coming up next is going to be creating your strategy. It is essential to begin with equipping ourselves for the journey and developing and implementing the system. In this podcast, I will give you my four leadership principles. If you can master these four principles, you can lead any organization anywhere. It will make you a better leader starting now.

Four principles, number one: When a conductor steps on the podium, they know the score. Principle one is about foundations. The conductor knows exactly what they want to accomplish. They have the plan in front of them we call music, and everybody has their piece of that music. Everybody knows what they should do when they are supposed to, but the conductor has the result in mind, knows it, and teaches it. The influencer is the conductor. The foundation is about being very clear with your vision. Know exactly where you want to go. Also, be masterful at communicating where you want to go.

***"They who can give up essential liberty to obtain a little temporary safety deserve neither liberty nor safety."***

— Benjamin Franklin

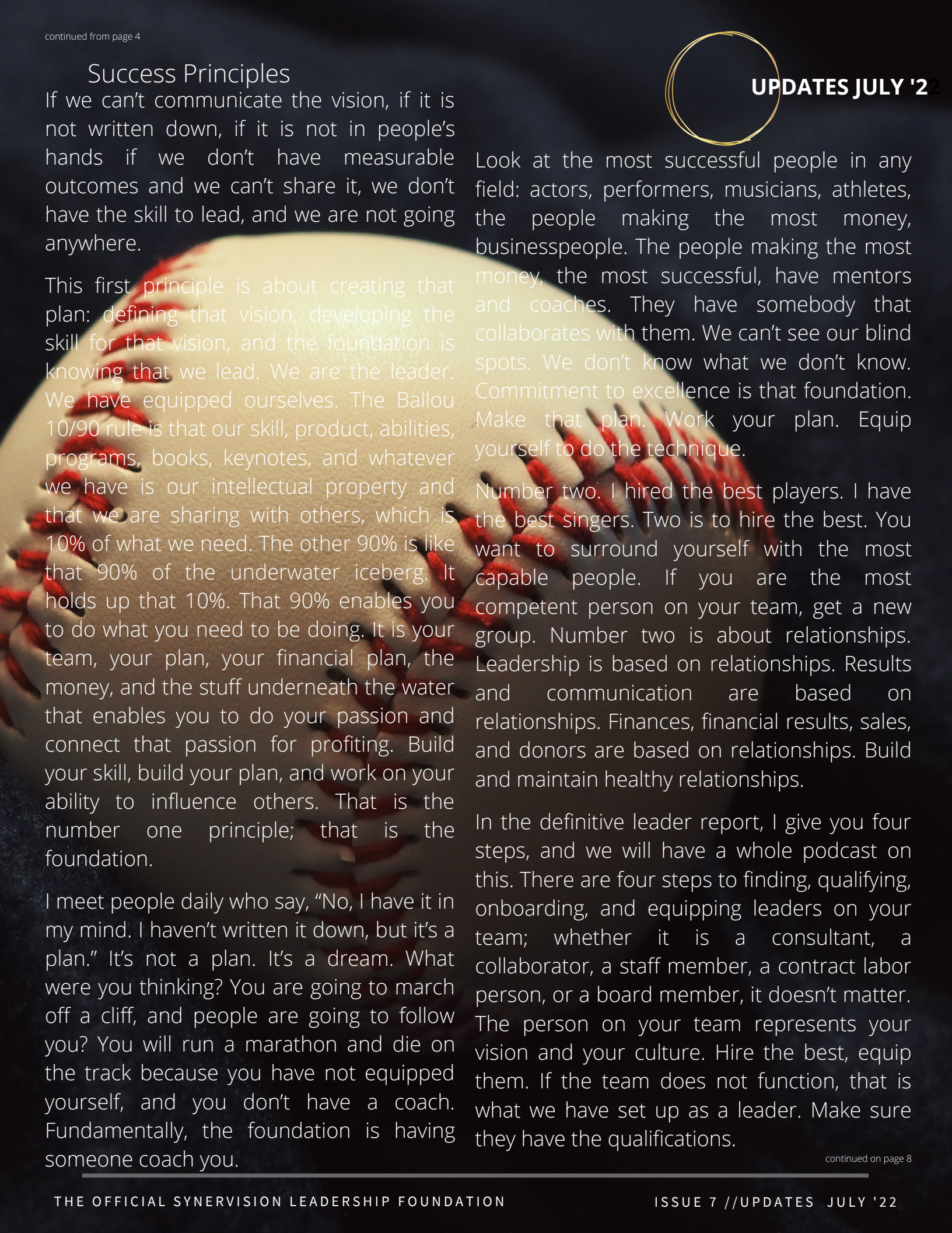


## Success Principles

If we can't communicate the vision, if it is not written down, if it is not in people's hands if we don't have measurable outcomes and we can't share it, we don't have the skill to lead, and we are not going anywhere.

This first principle is about creating that plan: defining that vision, developing the skill for that vision, and the foundation is knowing that we lead. We are the leader. We have equipped ourselves. The Ballou 10/90 rule is that our skill, product, abilities, programs, books, keynotes, and whatever we have is our intellectual property and that we are sharing with others, which is 10% of what we need. The other 90% is like that 90% of the underwater iceberg. It holds up that 10%. That 90% enables you to do what you need to be doing. It is your team, your plan, your financial plan, the money, and the stuff underneath the water that enables you to do your passion and connect that passion for profiting. Build your skill, build your plan, and work on your ability to influence others. That is the number one principle; that is the foundation.

I meet people daily who say, "No, I have it in my mind. I haven't written it down, but it's a plan." It's not a plan. It's a dream. What were you thinking? You are going to march off a cliff, and people are going to follow you? You will run a marathon and die on the track because you have not equipped yourself, and you don't have a coach. Fundamentally, the foundation is having someone coach you.



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Look at the most successful people in any field: actors, performers, musicians, athletes, the people making the most money, businesspeople. The people making the most money, the most successful, have mentors and coaches. They have somebody that collaborates with them. We can't see our blind spots. We don't know what we don't know. Commitment to excellence is that foundation. Make that plan. Work your plan. Equip yourself to do the technique.

Number two. I hired the best players. I have the best singers. Two is to hire the best. You want to surround yourself with the most capable people. If you are the most competent person on your team, get a new group. Number two is about relationships. Leadership is based on relationships. Results and communication are based on relationships. Finances, financial results, sales, and donors are based on relationships. Build and maintain healthy relationships.

In the definitive leader report, I give you four steps, and we will have a whole podcast on this. There are four steps to finding, qualifying, onboarding, and equipping leaders on your team; whether it is a consultant, a collaborator, a staff member, a contract labor person, or a board member, it doesn't matter. The person on your team represents your vision and your culture. Hire the best, equip them. If the team does not function, that is what we have set up as a leader. Make sure they have the qualifications.

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## ***The Nonprofit's Zero to Hero Breakthrough Tool Kit***

May this handy guide show you the right path toward practice growth through direct response marketing, avoiding the tangled web of social media advertising.

But it isn't necessarily bad because it is built to lose. It's made with the knowledge that the public sees social media as a panacea. The hyperbole surrounding it by gurus feeds the misguided perception of unsuspecting but anxious successful entrepreneurs and business owners.



**Tool Number One** - Learn Social Media Likes and Shares don't pay the bills. Random acts of marketing happen all day long. It's constant, as so many people are trying to sell products and services on social media. It seems to make sense that so many entrepreneurs and practitioners dream of hitting it big by placing ads in front of hundreds of millions of people every second.

Everyone online is talking about it, so why not give it a try, they think. How hard can it be, they think.

All my friends are moving to social media advertising. If they know something, I'll mirror their advertising. This is one of the greatest mistakes of marketing in general.

First and second-timers using social media ads do so at their own peril. Even experts who know exactly how to construct digital advertising ads result in goose eggs on occasion. Nobody is perfect, not even the gurus. Marketers are just like every other career field. There are generalists, and there are specialists. If you plan to hire someone to help you with social media advertising, find someone who has a track record of success.

Facebook, Google, and other social media platforms have created a no-win scenario for 98.23 % of marketers. Less than 2% of all digital advertising on social media actually does what it is supposed to.

### ***Tool Number Two – Content Syndication***

- Why spending money on digital ads is the wrong move. It's the wrong move unless and until you know exactly what you are doing. Vast amounts of money are gathered in social media coffers every day.

"In 2019, about 98.5 percent of Facebook's global revenue was

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# Hide and Seek in the New Donor Process

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Image Credit: foreshout.com

Remember not finding your playmates while playing hide and seek no matter where you looked? Those were the days of play when I was growing up. A group of us would be bored out of our minds in the early evenings, then someone would blurt out, "let's play hide and seek." Someone would close their eyes behind a tree, count to 100 and then begin the search. The game went on until all the playmates were found, or the seeker gave up.

That's what comes to mind for me every time I hear one of my clients complain that they simply cannot find a new donor or two. "Since this pandemic struck, finding new donors is impossible" they would bemoan.

Mind you, these same people would complain well before we even knew what COVID-19 was. But since their world has been knocked off its axis, it's no longer their responsibility, or so they are telling themselves.

"But you cheated by going outside the boundaries" one would say when they gave up and complained of their loss. It's the same thing only different (cute huh?) with

my new donors' woes. They gave up without trying very hard and blame someone other than themselves.



## Offline to Online

Those who don't know or don't like magnetic marketing have been forced to move their marketing efforts from face-to-face to Zoom® room meetings and they are reluctant. Their idea of moving their networking activities from restaurants, cafés, and hotel meeting rooms to online groups, virtual masterminds, webinars, and a host of other digital methodologies are shuddering.

Get over it and embrace the new way to do business. The paradigm shift as a result of lockdowns, distancing, breathing through a half-bra, remote work, and so on has propelled the slow-to-shift movement toward online meetings to warp speed (not the vaccine program). The entire world has made the pivot, so everyone that has yet to embrace this move should get to it now. Quit complaining and market!



### Success Principles

Make sure you have checked their background. Make sure they understand their role and responsibility in this organization. Make sure that they fit the culture because you have defined your core values, and most importantly, your guiding principles. How do we make decisions as a culture? How do we function as this high-functioning enterprise, this very successful business we are launching, this highly effective charity?

Last, of all, define the expectations. We need to tell people the results we want. It's in our strategy, very clearly. We tell them the results, but we don't tell them how to conduct the results. We do not micro-manage. That is the number two... We are going to talk about the number one team killer. But the number two team killer is micro-managing people. You might as well throw wet water on them and cover them up with a blanket if they don't shoot you first. Don't micro-manage. Equip people. Give them information. Mentor them. That is a world different from micro-managing.

I didn't hire the world's best oboe player in my orchestra and then tell them how to play the oboe. I said, "Here is my music, here is what I want," and then I guided the process. The conductor is perceived by

no other conductors to be a dictator. Let me tell ya. Just because you have a little white stick does not mean you can make anybody do anything. You can however influence people to perform at a higher standard. We as transformational leaders are people of influence, and we create a high-functioning team based on this vision, this plan, this strategy we want to achieve.

Number three, we establish effective systems. In music, I say this is rehearsing for success. The very best musical groups in the world rehearse for every performance. The way they rehearse defines the excellence of the performance. Yet in business, we do dumb things over and over. That is like a musical group learning the wrong notes and playing with apathy. Who wants to listen to that? We are playing out of tune. We are not together. We are not in sync. That happens in the workplace because we don't rehearse for success. We don't take time to perfect our systems.

We will have a whole podcast on the most highly dysfunctional systems, like the search committee. We are going to bring on people to our charity and our business, and we appoint a group to do it. That is not good. We haven't given them direction. They don't have a system. They don't know these four steps I am going to teach. The number two dysfunctional system is the meeting. Number three is the annual review. The meeting is your number one team kill. Boring, unproductive meetings. That is a whole session in itself.

But here are a few tips: Purpose. If you are going to have a meeting, have a purpose. .

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## Success Principles

Know why we are there. Start on time, and end on time. Be in control of the meeting. Facilitate itPost everything where people can see that. Get them off of the computers. Get their noses out of their phones. Have people talk to each other and write.

Begin with the end in mind. Define the deliverables. Never ever use an agenda for a meeting. An agenda is activity; like for instance, we are going to talk about marketing. That is not useful. We in turn say we are going to define the top five strategies for increasing our sales/donations by 25% over the next 12 months. That is a very purposeful outcome. We state the outcomes for the meetings. We don't dwell on activity.

If you stop using agendas and start using deliverables, you start on time and end on time, you review what is going to happen before and review what you did, and dismiss with assignments, you will empower your team to function at a much higher, more energized, more effective level. We the leader set the bar for all the systems.

Number three is systems. We define the culture in our systems, and we rehearse, good or bad. We define the DNA of our organization by how we function together.

My fourth principle of leadership is valuing the rests. In music, rests have a very specific function. It is not simply the absence of sound. It is punctuation. It is



a grand pause after a dramatic, loud, fast section of music. It is a pause that sets up the next section of music.

It's an emphasis on what happened before and what is happening next. It is very intentionally placed within the music score. Our lives should be punctuated with rest, planning, thinking, with recreation. Time off, time working. Balance is this fourth principle.

Foundations were one, relationships is two, systems is three, and balance is four. No, balance does not mean everything is equal. Balance means we have adjusted things so that they make sense in our lives, and that we are not working 24/7. People tell me they work 15-hour days, seven days a week, and have not had a vacation in years like they are bragging. It makes no sense to me. Define your quality of life. Your job should support your quality of life, whether it is your enterprise, or you are leading somebody else's enterprise. Quality of life is number one. The balance between personal life and work. Balance is the whole person: body, mind, spirit, voice, physical, mental, emotional, spiritual. Balance is managing multiple priorities,

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## Success Principles

making sure that we are not doing too much, and that the team is doing too little.

Those are the four principles. Get the free report on the definitive leader. There is more to those principles. There is a series of videos. There is a handout. There is a report. This will change your life if you can manage those four principles and equip yourself for success. Remember, don't try to run the marathon unless you have trained for it. Always have a coach. Always have a subject matter expert as a mentor. Always have an accountability partner and an accountability team. It might be a mastermind team. It might be another kind of team. Surround yourself with the very best people because over time, you become like those people.

This is Hugh Ballou orchestrating success for you in your enterprise. I would love to hear from you. Rate this on iTunes. Share constructive comments. Let me hear from you. I want to know about your success, your questions, and your challenges.

Here is a note for the weary and frantic. You are weary and frantic because you have not worked on yourself first. Work on yourself. Know how to lead. Manage your stress by working on your ability to lead first.



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*"In 2019, about 98.5 percent of [Facebook's global revenue](#) was generated from advertising, whereas only around two percent was generated by payments and other fees revenue."*

*Facebook ad revenue stood at close to 69.7 billion U.S. dollars in 2019. Statista.com*

*"In 2019, [Google's ad revenue](#) amounted to almost 134.81 billion US dollars. The company generates advertising revenue through its Google Ads platform, which enables advertisers to display ads, product listings, and service offerings across Google's extensive ad network (properties, partner sites, and apps) to web users."*  
Statista.com.

Unless you have stock in either one of these companies, or you have significant expertise in the social ad function, do your best to avoid this technology spiderweb. Easy to fall, victim, not so easy to benefit.

There are so many ways to attract the right audience without having to spend hundreds if not thousands of dollars on social media advertising. Save your money until you can really afford to invest in the tactic. As with every other marketing spend, you are investing for the sake of producing a return on investment.

Have you considered increasing your blog and article shares across a stronger syndicated service like these top 16 from [shanebarker.com](http://shanebarker.com):

- Content Syndication Network and SEO
- Top 16 Content Syndication Platforms
  1. Content Syndication Platform #1: Infographic Syndication
  2. Content Syndication Platform #2: Video Syndication
  3. Content Syndication Platform #3: Inbound.org (Free)
  4. Content Syndication Platform #4: Medium (Free)
  5. Content Syndication Platform #5: Slideshare (Free)
  6. Content Syndication Platform #6: Quora (Free)
  7. Content Syndication Platform #7: Outbrain (Paid)
  8. Content Syndication Platform #8: Taboola (Paid)
  9. Content Syndication Platform #9: Scoop.it (Paid)
  10. Content Syndication Platform #10: Facebook Business (Freemium)
  11. Content Syndication Platform #11: LinkedIn (Freemium)
  12. Content Syndication Platform #12: StumbleUpon (Free)
  13. Content Syndication Platform #13: Reddit (Free)
  14. Content Syndication Platform #14: Tumblr (Free)
  15. Content Syndication Platform #15: Audio Syndication
  16. Content Syndication Platform #16: RSS Feeds – Rich Site Summary

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***Tool Number Three Marketing Budgeting* – Why it's imperative to get this right. Major corporations are using Monopoly Money ® - It's their shareholder's investment dollars that are supposed to bring in a rise in share price through wise investment and effective marketing, advertising, and sales.**

These major companies can throw money at an issue until they get it right. And they justify it by hitting it big. If it goes wrong, they keep slinging cash at a problem like spaghetti at the wall. You don't have that luxury.

Conversely, every dollar you spend comes out of your pocket, which is supposed to provide enough profit to feed your family.

With that clear, you need to look at the process of budgeting as a sound business practice. All too often people act like they know they're right 100% of the time, and only admit to themselves they don't when things go array.

Budgeting is all about dollars and cents based on goals and objectives. How much money is available to "invest" in marketing? Ask yourself this: What happens if you fail and all that money is set on fire, producing nothing but smoke and ash?

Money is a critical resource that must produce an ROI in order to reinvest repeatedly until you reach your pre-determined outcomes.

So, how much can you put at risk? Define that and stick to that number. Before you actually sit down to write numbers on a page, you have some preliminary steps to perform if you want those numbers to make any real business sense.

You'll need to do these tasks first.

- Ø Identify goals and objectives – What exactly do you wish to do.
- Ø Determine the amount to invest in marketing based on your goals
- Ø Market Research – You'll need to learn as much about your market as possible, such as:

§ Demographics, Psychographics, Geographics

§ Competition Strengths and Weaknesses

§ Your Ideal Target Audience Personas-go to: <https://buyerpersona.com>

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Now that you have an understanding of how much money you have to invest in a campaign, there are a number of elements that comprise a solid execution. They are:

Ø What to promote and how to execute it effectively

- New product or service
- Lead generation
- Special Offers
- Survey, Quiz, Audit

### Marketing Workflow Process



Ø Creation of a campaign workflow (<https://www.smartsheet.com/>)

- List all tasks
- Establish timelines and milestones
- Train team specific to the campaign
- Assign responsibilities
- Approve and monitor the campaign
- Analyze at each milestone and adjust as needed

### ***Tool Number Four – Reviews – Why You Need Them, and How to Get Dozens of Them.***

This is a digital world. Analog has passed on, and our world spirals toward all that is digital. Social media is the new word of mouth, so the more people that can attest to your business, the better.

Testimonials and reviews are critical elements to those seeking a product or service from a merchant. Reviews and testimonials are the new storefronts. How will people feel when they come across your website and information. The critical first impression makes a huge difference.

How do you feel when you go shopping and come across a messy storefront and area? Is the sidewalk and parking lot clean and tidy? What about the front door? Is the glass clean and door handles shiny?

If things are not pleasing your first impression will place either joy or contempt in their minds based on the image it presents. Now this may be subconscious, and you might not even be aware of it, but the brain stores information from the senses and transmit it to it.

#### ***On Testimonials***

If you can set up a small space with a colorful background, or if you have your company logo displayed on the wall in an open area, a standing camera is positioned to capture testimonials and reviews prior to the client or patient leaving the office.

When performing follow-up calls, ask if it would be acceptable if you can record a quick review or testimonial and then have it transcribed.

If you are a speaker or coach, have an app developed that you can ask your audience to download as they sit before you. Within the app they can leave a video testimonial, or text a quick review.





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# Hugh's Favorite Recipes: Basil Pesto & Pasta

## RECIPE

Servings: 2

Prep Time: 10 Minutes

Total Time: 25 Minutes

## INGREDIENTS

- 1/2 cup toasted pine nuts
- 2 tablespoons lemon juice
- 1 garlic clove (cooked or raw)
- 1/4 teaspoon kosher salt
- freshly ground black pepper
- 2 cups fresh basil leaves
- 1/4 cup extra-virgin olive oil...or more to make it smoother
- 1/4 cup grated parmesan cheese
- Glass white wine



## DIRECTIONS

1. Pour yourself the glass of white wine for drinking while cooking.
2. Put a favorite pasta in boiling water.
3. In a food processor, combine the pine nuts, lemon juice, garlic, salt, pepper, and pulse until well chopped.
4. Add the fresh basil and pulse until combined.
5. With the food processor running, drizzle in the olive oil and pulse until combined.
6. Add the parmesan cheese and pulse to briefly combine.
7. For a smoother pesto, add more olive oil.
8. Stir the pesto sauce and the cooked pasta together and serve.
9. Accompany this meal with a tossed salad for a vegan meal
10. Pour another glass of dry white wine for the meal, like sauvignon blanc

### Options:

1. Replace basil with oregano
2. Cut basil in half and mix with arugula or kale
3. Replace the pine nuts with walnuts or blanched almonds

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