

**UPDATES OCTOBER '22**

***It's That Time of Year Again!  
Creepy Crawlers, Witches,  
Ghosts, and more.  
Can you Believe it?***



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Why didn't the ghost dance  
at the Halloween party?



She had no BODY to dance with!

LearnFunnyJokes.com

# TOGETHER

## Leadership Empowerment Symposium

October 14, 2022 8:30 a.m. to 4:30 p.m.

The RAMP Church

701 Thomas Road, Lynchburg, VA 24502

***WE ARE BETTER TOGETHER!***

***COLLABORATION IMPROVES IMPACT!***



**We're Live Streaming!**

There's No Reason to Miss It!

### ***VIP Package***

Get access to the event, the workbook, and a comprehensive online program and reception with the speakers (total value of \$750) for only \$250.

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## *Team Performance: Orchestrating Success With Your Team*

by Hugh Ballou

# Leading High-Performance Teams Is Like Conducting a Symphony Orchestra

*The Transformational Leader is much like the orchestra conductor at work.*

Have you ever watched a conductor at work? This is leadership in motion! There is not a single moment of inattention. There is not a single moment of indecision. There is not a single moment of doubt. And there is not a single moment that is out of control. This sounds like a dictatorship, doesn't it? In a way, it is. But, it is not a dictatorship in the sense that only one person rules the will of others. Nor is it a democracy. One person must make the artistic decisions, hold the creative vision, and shape the final results. The leader articulates the vision through clearly crafted goals in the corporate world. The leader then guides the team on the path to success, letting them play into the whole just as the conductor guides each player in the symphony.

The main thing is that the Transformational Leader achieves the maximum result by inspiring and empowering those influenced by their leadership skills, whether in orchestra or business.

Being open and straightforward builds the respect of those you lead as you let them take part in your work. Conversely, if you are closed, unprepared and guarded, not admitting your weaknesses, the folks you lead with are not fully engaged, confused, resentful, and unproductive.

If you are transparent, they will be actively engaged.

If you are guarded, secretive, and unclear, those you lead will disengage and give less than desired results.

The conductor guides highly qualified musicians as each person contributes to the best of their skill. Together they craft a more significant result than any one of them could produce alone. If the conductor tells a highly competent oboe player how to play the oboe, then that conductor will look for another oboists for the next season.

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## Tuesday, October 4-5th



Both Image and Citation Taken from Wikipedia

Yom Kippur (/jɒm kɪˈpʊər, jɒm ˈkɪpər, jɒm-/;[1] Hebrew: יוֹם כִּפּוּר, Yōm Kīppūr, [ˈjom kɪˈpuɾ], lit. 'Day of Atonement')[Note 1] is the holiest day in Judaism and Samaritanism.[2] [3][4] It occurs annually on the 10th of Tishrei, the seventh month of the Hebrew calendar. Primarily centred on atonement and repentance, the day's observances consist of full fasting and ascetic behaviour accompanied by intensive prayer as well as sin confessions (traditionally inside of a synagogue). Alongside the related holiday of Rosh HaShanah, Yom Kippur is one of the two components of the "High Holy Days" of Judaism.

***"If you look for truth, you may find comfort in the end; if you look for comfort you will not get either comfort or truth only soft soap and wishful thinking to begin, and in the end, despair."***

-C. S. LEWIS



## On the Lighter Side

*I was wondering why the ball  
seemed to be getting larger...*

*...Then It Hit Me*

*Q. What word would you use  
to describe a man who does not  
have all his fingers on one hand?*

*A. Normal because people  
usually have half their fingers on  
one hand and half on the other.*

*Q. What starts with "e" and ends  
with "e" but only has one letter in  
it?*

*A. An envelope*

*There once was a farm-style water  
spigot that longed for family -  
he wanted pump-kin*

*"In poverty and other misfortunes of life, true friends are a sure  
refuge. The young they keep out of mischief, to the old they are  
a comfort and aid in their weakness, and those in the prime of  
life they incite to noble deeds."*

**-ARISTOTLE**



# *Do you know your Lifetime Donor or Client Value (CLV)?*

You should if you ever want to grow your business.

Knowing what your clients, customers, or patients are worth to your business is one of the most important statistics you can ever use in your business.

It's true, there is nothing more valuable than knowing what your paying clients (we'll refer to all categories as "clients" for simplicity). Knowing this important number allows you to make financial decisions the right way. Small business owners think they have a handle on their finances of the business, but the majority don't have a clue.

## How's it Calculated?

Good question. There is a formula that is often disputed by so-called experts, but here's how it's been done in the membership industry for decades. This is figured out quarterly.

1. Annual Gross Revenues of the average client. (Gross revenues divided by total clients).
2. Length of Time they average as a client.
3. Cost of Operations less Marketing.
4. Total cost of marketing (attraction and retention)

Here's an example from my past. Let's take a membership Organization. The BAClub is a membership organization. This formula is how I believe CLV should be Calculated, but hey, I'm writing this thing.

Annual Avg. Member Gross Rev.	
\$ 6500 (\$6,500,000/1000)*	
Average Member Retention	5
Years 4 months**	
Annual Avg. Operating - marketing \$ 125,000/1000	
Average Client COOps	
\$125***	
Total Annual Cost of Marketing	
\$75,000/1000	
Average Cost of Marketing	
\$75****	





## UPDATES OCTOBER '22

Calculation:

\$6500 Gross Rev\* Times 5.333 years\*\* = a total

contribution of \$34664.50

Cost of Ops per Member = \$125 X 5.333 = \$666.63

Total Cost of Marketing \$75 X 5.333 years = The expense of \$399.97

GRAND TOTAL CLV =

Total Gross Revenues \$34664.50

Minus Total Cost of Ops \$666.53

Minus Total Cost of Mkt. \$ 399.97

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\$33,598 Client Lifetime Value

Or \$6300 per year.

You'll speak to others that claim it's not necessary to break down all the numbers to annual numbers, then rebuild them to lifetime.

I disagree. Taking an annual average is a miscue of the long-term trends.

Just Google CLV Formula Images and see the basketful of different ways to calculate it.

### So What? What's to Know?

If you know what a client brings into the business, you can decide a great many things. First of all, you can pay more for client attraction.

If your business had clients that were valued at \$33,598 each, wouldn't your thinking change about spending more for better clients?

Of course you would.

AND, doesn't it make sense to spend more on existing and referring clients? Of course it does.





The conductor relies on the professional competence of each person selected to be a part of this high-performance organization. Many corporate leaders want to define a task and then tell the person how to do everything related to the task. Doing so is a killer of creative enthusiasm.

The corporate executive that leads a board of directors, a project team, or executive staff is like the conductor in that there is often one chance to get the correct result. Once you lose your competitive edge, you may not have another opportunity for success. Like the orchestra, the team is only as good as the leader.

Here is an overview of some similar principles for the conductor and corporate leader:

Here is an overview of some similar principles for the conductor and corporate leader:

- If the leader is autocratic, then there's a limit to the results
- The leader has a commanding presence, not a fearful dominance
- Both are only as effective as they successfully lead others
- The leader defines how the impact is expressed
  - -With passion and commitment
  - -With unanimity of movement and expression
  - -With a combination of skills that creates momentum
  - -With unity of pace and harmony

- The leader invites others to take part with the aura of their presence
- Knows and communicates that the result can only be obtained with everybody doing their best

The conductor and the leader inspire and enable the highest performance of the groups they lead. The conductor is alert to what is happening and makes the necessary adjustments to ensure the best final result. This chart compares the skills used in molding the final result:

THE CONDUCTOR	THE CORPORATE LEADER
Sets the Tempo	Sets the Pace of the Team
Enables Musical Excellence	Builds High-Performance Teams
Shapes the Music	Defines the Ultimate Goal
Guides the Ensemble	Guides the Process
Is always in charge	Is always in charge

The corporate leader should sharpen the team's skills by attending an orchestra rehearsal or performance. Attend, observe, take notes and watch for the non-verbal elements that separate good from excellent – passionate from ordinary- acceptable to exciting. The exceptional leader takes a group of individuals and inspires them to become more than they could be – a high-performance team!

*Fine*

*Hugh Ballou orchestrates success with transformational leaders worldwide with his unique and practical leadership skills developed in over 40 years of working as a conductor of orchestras and choirs.*

*The skillset of planning for success, constructing powerful goals, and delegating with authority are consistent themes where many leaders underperform.*





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# October is National Breast Health Awareness Month



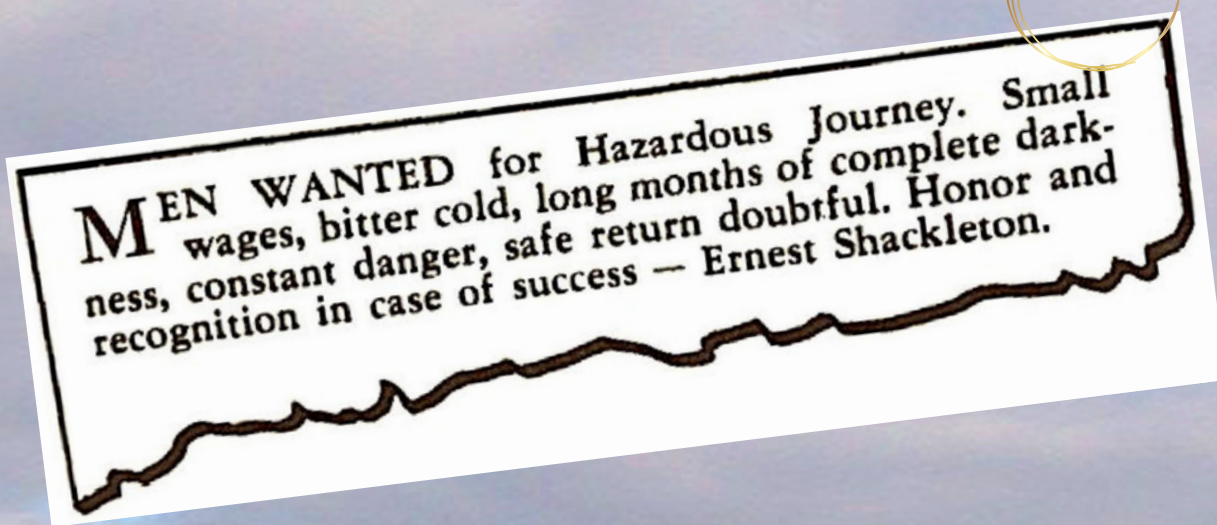
Early detection is key between sound health and potential concerns. Awareness surrounding breast health is incredibly important. Routine self-examination, and regularly scheduled screenings can identify matters while they are most treatable.

You owe it to yourself and to those you love to know your body, your health, and family health history, as well as the proper self-care necessary for the health and wellness of all.  
Be well.

*"If you empower one woman you empower a nation. If you empower a man, you empower one man you have empowered one individual"*

-Kwame Marfo





## MORE THAN 5,000 RESPONDED TO THIS AD

*(SUPPOSEDLY. You'll see the word supposedly quite a few times in this article.)*

That's if you believe all the hype surrounding this supposed newspaper advertisement from the turn of the 20th century. A man named Sir Ernest Shackleton supposedly placed this ad in a newspaper in preparation for an expedition to Antarctica.

Although there have been notices that Sir Ernest Shackleton was supposedly planning an expedition, not a single person in the world has been able to prove the advertisement was ever published. Apparently, he posted a notice that he was planning a voyage; there is no proof it ever occurred. This ad has become too many as Direct Response Copywriting! That's why I love writing copy to cause action. The next time you see a notice that seems too good to be true...

### Excerpt from Smithsonian Magazine:

*So far, amateur historians have searched The Times archive from 1785 to 1985 (a little over-zealous given Shackleton died in 1922), the entire library of the South Polar Times, a magazine called The Blizzard, several issues of the Geographical Journal, and the archives of several other national and local London newspapers, without success. The earliest known source is a book published in 1944 called Quit You Like Men by Carl Hopkins Elmore, which in turn led to it appearing at No.1 in the 1949 book **The 100 Greatest Advertisements** by Julian Watkins, which in turn is quoted in Roland Huntford's 1985 biography of Shackleton and numerous other books about polar exploration.*



## The Definitive Leader: Building a Solid Foundation

By Hugh Ballou

Transformational Leadership is about the vision, and Charismatic Leadership is about the leader. The ethics and authenticity of the Transformational Leader are critical to the image and the transformation itself. Therefore, the change of the leader is inherent in the process.

The Transformational Leader is the champion and cheerleader of the cause. The cause itself must be worthy in the long term, or the transformation and the organization will suffer. This becomes apparent as the process unfolds, and the process will break down. For example, the current economic situation in the world is not about faulty economic systems; it is about failure in leadership!

It is of primary importance for the Transformational Leader to prevent conflict in the workplace and team conflict and to be clear on the foundations for the vision. The vision must come from the organization's core values and resonate with the leader's core values. If there is a conflict in these core values (the leader's personal values vs. the organization's core values), failure is inevitable. Creating a solid foundation is a way to validate and clarify the leader's vision for the organization and develop systems for others to follow.



The Transformational Leader empowers leaders on teams to utilize their varied leadership skills, talents, and perspectives to be successful and transform the organization and the lives of the people involved internally and externally.

A solid foundation consists of the following:

- 1) a written list of core values;
  - 2) a written description of long-term strategic objectives;
  - 3) a written list of short-term goals;
  - 4) a written set of action plans for each goal; and finally,
  - 5) team involved in all of the processes listed above.
- It should be clear from this list that written plans separate dreams from accomplishments. First, write the draft and then revise it. Continue to evaluate the process steps and the timeline throughout the implementation process and make the needed changes. The vision is clear. You develop the pathway as a continuing process, not just a single planning event.

Is it worth the time to create a solid foundation to maximize success?



# Emotion Invariably Overrules Logic

Or

## You'll Never Look at Marketing the Same Again

Every adult likely knows the left brain/correct brain functioning of decision-making. The debate is sometimes raised occasionally, but this thought function theory is almost universal in thinking.

I bring this up for several reasons. I am going to prove beyond a shadow of a doubt that emotion overrules logic and that you'll never look at marketing quite the same ever again.

How?

You'll shift your thinking by sharing a bit of science, psychology, and human behavior.

As a business owner, you see plenty of advertising for numerous products and services. We are all pulverized with marketing messages continuously. The average is now up to approximately 2000 messages a day. Most of it blows past us, mainly because of the inundation of the bombardment of messages.



However, now and then, something catches your eye. That's the left side of your brain, noticing something creative, fun, or at least of relevance to your decision-making process.

continued on the next page







### The Brain and Thought

The brain works only in “feed and breed” and “survival.” Another way of putting it is Fight or Flight. One is perceived as “pleasure” and the other as “pain or death.”

Without getting into the biology of everything that instantly happens when either gets kicked into action, I’ll say the brain is in charge.

Ever heard the adage credited to Henry Ford? “If you think you can or cannot, you are right.” That’s because the brain sets its thought process based on your thinking.

You won’t if you think you can’t finish a task by its deadline. The opposite is also exact, barring catastrophe. At which your thinking changes and, therefore, the outcome.

### Back to Left and Right

While both sides of the brain are necessary to make decisions, one side is more pronounced. Left-brain thinkers view the world as logic, mathematics, science, etc.

Right-brain thinkers are more creative, intuitive, artistic, and emotionally centered.

Therein lies the challenge with marketing and advertising. If logic and emotion are not present in the correct quantities, marketing and ads won’t work well.

That’s the conundrum.

Many professionals fail to create successful results when they craft their own messaging. Like lawyers, dentists, physicians, CPAs, and the like - they usually rely on too much logic. These professionals (and others) think logically, so others must be logical. Not so.

When pointed out, the usual reaction is, “but my clients are different.” Or “I’d be the laughingstock of my peers if I were to be cavalier in marketing my services.”

Are they? Humans all think the same way is speaking. Will your peers pay your mortgage or your children’s college tuition? No. They use both sides of the brain, always.

Before I move on: Reading, listening to, viewing, or tasting all provide information. It’s our brain that determines if it will be good for us or will harm us. Flip to the article in this issue, where I give some examples of headlines and why they work.

### Back to the Future

You don’t need a flux capacitor to get things right. Just follow the rules.

This is why I constantly harp on NOT copying your competitors. Most don’t understand the two-sided brain combination when they craft their messaging. Unless you review it and it resonates, use it as inspiration. Don’t copy and use; that’s copyright infringement.

There are effective ads and marketing pieces all around us. Start saving the sales flyers, booklets, envelopes full of ads, magazines, and stuff flowing through your hands daily. Please take a moment once a week and go through them, looking for those that utilize the mix of logic and emotion.





Keep the ones that you like, regardless of what the offer is.

It's incredible how easy it is to model your messaging to work just as well for a shoe company and a cosmetic surgeon. It's all in the balance of emotion and logic.

You can become your copywriter with practice. You'll look at the stuff coming at you differently now that you understand what it takes to make an ad or message work.

Consider these two qualifying marketing rules when you review these messages and ads.

## Who Else Can Say That?

A restaurant advertisement says, "we only use the freshest ingredients." This one covers both qualifiers. Any and every restaurant on the planet can say that. Where's the "My Grandma's 244-year-old secret recipe she brought from our hometown in Italy?" Or "Voted the Finest Seafood Restaurant in Alabama!" No one else can say that. They are unique.

## Well, I Would Hope So!

A hair salon ad says, "cuts, perms, styles, and more. You can answer the announcement by saying, Well, I would hope so.

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There are a great many more marketing rules and recommendations, but it is really up to the level of creativity and logic you put into the copy.

Remember, you must know what is happening inside your prospective client's mind. That takes research, strategy, tactical awareness, and experience. Emotion invariably overrules logic 100% of the time. Knowing what you know now will give you pause when you pick up the next magazine or newspaper. You'll never look at marketing the same way.

I wish you nothing but success in your future marketing campaigns. As always, I'm available for a free consult; reach out. You know where to find me.

Cheers!



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## **WORDS OF WISDOM**

***"How few there are who have courage enough to own their faults, or resolution enough to mend them."***

**-BENJAMIN FRANKLIN**

***"Stinking thinking" is the universal addiction. Substance addictions like alcohol and drugs are merely the most visible forms of addiction. Actually, we are all addicted to our own habitual way of doing anything, our own defenses, and, most especially, our patterned way of thinking, or how we process reality."***

**- Richard Rohr**



# Pay, Stay, and Refer

By DJ Dunworth



This is one of my favorite topics because it is the heart and soul of Magnetic Marketing!

It's relatively simple. This is precisely what you want your customers, clients, or patients to do. You want them to pay for the benefit of working with you. You want them to stay with you and continue paying for as long as possible. And, you certainly want them to refer others to you.

Well, it's easy to say, not so easy to do. Let's break it down into bite-sized pieces.

**Pay** – It starts with identifying your ideal prospect so that you don't end up shouting "Buy From Me" all the time to a public already bombarded by nearly 1500 messages daily. They're deaf to it. By messaging only those that will resonate with you, you have to be very specific in whom you are targeting. Think of it like this. Say you're a coach for speakers, and you target speakers nationwide.

We know there are +/- 3500 registered speakers in the National Speakers Association, but that's just a tiny fraction of those in the game. Just as a guess for this example, let's say there are 35,000 speakers in your market (it's probably more like 350,000).

This process I refer to as external marketing because you are seeking customers or clients from outside your organization. Get it?

If your message is crafted so well and your offer is beautiful, you'll only resonate with 2% at most. Why? Because only a tiny fraction of them might be ready for your message at this time. Thirty-five thousand speakers aren't hanging around the email inbox hoping to get an invitation from you. None of them are. But you might catch the attention of a fragment of them with your well-written copy. Then what?

You have to nurture those that raise their hand to signify they have some interest. It's a dating ritual. You caught their attention; now you have to romance them a little and build a relationship. They might pay with your fee and dance if you do everything right. That's the easy part. The fun is just getting started. You're successful enough to receive payment for your services, but for how long?

What happens once you've delivered it if you only have one pitch or service? Best to have more than just a lead magnet and a tripwire to capture them as a client. Your leading service (consider everything as a product) is what you've sold and delivered; what else can you offer to keep them engaged and interested in working with you further?

**Stay** – This is when your marketing switches from external to internal. You'll be doing much marketing to your existing customers or clients to keep them interested in you and what you offer for as long as possible.

That means you will make certain you have to upsell or cross-sell items, new products from time to time, OR a recurring monthly payment product, like a membership. Just about any business segment can conceive a membership product or service. You have to be creative.

The hidden beauty of a membership-style business is that you have recurring revenue coming in 24/7, allowing you to work on new offerings to serve new customers or those that have yet to elicit membership.

Most of you know I came out of the private club industry, where membership is King or Queen. We knew we were banking \$4 Million a year coming in before we opened the doors. That takes the pressure off just a bit, but it still required us to make them want to STAY. Creating a membership offering can really keep you on top of your game.

**Refer** – This is the big payoff. This is what you've been working so hard for. If you've done your job by creating happy and satisfied customers or clients, you should be encouraging them to refer their friends and family, work associates and church friends to your business. Those that continue to pay, stay, and refer cost one-tenth as much as to find new ones.





# Leadership Skill of Discernment

by Hugh Ballou

*Ours is a world where we are saturated with information, which we are expected to absorb and respond to, often instantly. Not only must we respond, but the expectation is that we will make decisions with wisdom, with justice, with compassion and with a whole array of other values.*

– Loretto Gettemeier, D.C.\*\*

## Making the Best Decisions

A big part of leadership is decision-making. I advocate for not making decisions in a vacuum. Leadership is establishing a culture of excellence. Leadership is building a team of leaders. Leadership is a collaboration building synergy.

Despite everything I've said about leadership and collaboration, the leader is ultimately responsible for the decisions. Discernment is a crucial leadership skill.

Having written guiding principles is essential for the leader to have discernment in making effective decisions. There should be guiding principles for the leader personally and guiding principles for the organization, the team, the board, for any group or person working and making decisions. These principles provide a lens for viewing the issues and guiding decisions.

As the second quote above points out, we have lots of data rapidly. This only complicates our decision-making process. Therefore, I have created these three principles for anchoring myself to making the best decisions:

**1. Perspective:** This is the most difficult of the three. We have so many things coming at us; it's essential to get away from the tyranny of the urgent to understand the consequences of each decision. One great tool is the four quadrants taught by Stephen Covey. The four quadrants are: Urgent and Critical, Urgent and Not Critical, Not Urgent and Critical, and Not Urgent and Not Critical. Planning our work helps to keep us in the Not Urgent and Critical quadrant. Unfortunately, we spend too much time in the Urgent and Critical quadrant, wasting time and energy by losing the choice of the best timing to make the decision. There are sliding priorities that are not predictable, so careful planning allows us to accommodate those sliding priorities. Otherwise, we are so driven by the urgency left until the last minute that we compromise the new focus and that which was left undone. This creates stress.

**2. Emotion:** Managing stress is so critical for leaders. Moving from principle #1, this one shows how connected our work is. When one element is out of balance, the entire body of work is influenced...usually negatively.

continued on page 19

# I found this on LinkedIn and felt compelled to share with the world

(shared by Anirban Gupta)

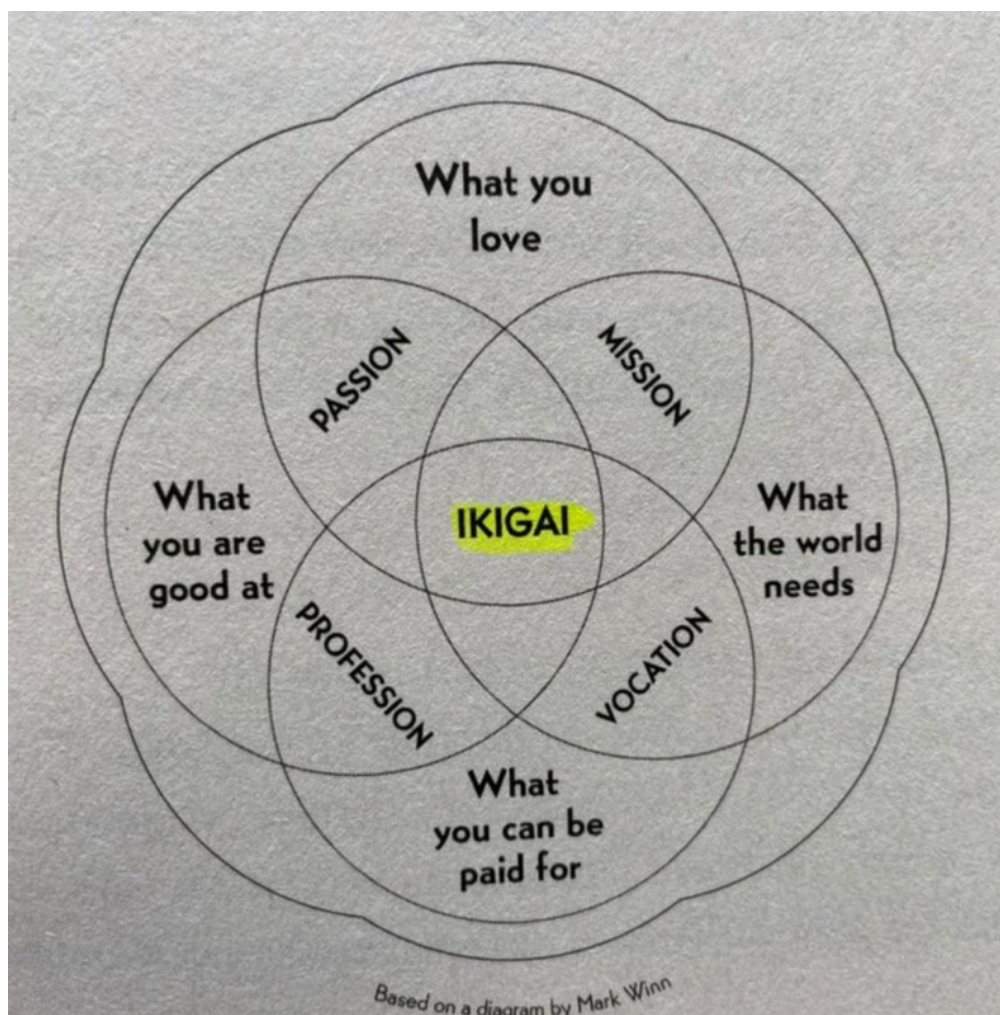
The no. 1 problem of people is their lack of clarity in life.

We often hear people being confused between passion and money, but are these 2 the only bases for selecting your career ?

Ikigai is a book that redefines our perspectives and asks the right questions.

"Ikigai" is a Japanese word which comes from 'Iki' -> 'Life' and 'Gai' -> 'Worth';

So combined it means 'something which gives worth to your life' or 'Purpose of life' .  
The Venn diagram beautifully depicts the way of life.







continued from page 17  
Leadership

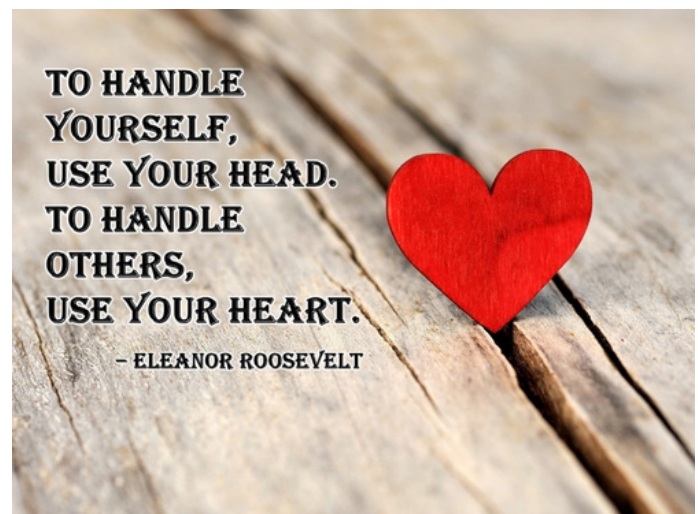
Managing self is the principal leadership mandate. Managing self means managing anxiety. There are various ways to manage stress, so learn and apply the method that works for you. If the leader is anxious, then the team is worried. Being nervous puts our thinking into feeling. Making emotional decisions typically blocks rational thinking. Have a process for making decisions that point to analytic thinking by you and your team.

3. **Process:** Having perspective and being balanced emotionally means that you can follow the process you have created for growing the enterprise you lead. Thinking in systems means establishing a process for yourself and your team. Here are my process steps:

- **Create and Utilize Guiding Principles:** We define core values and feel good about them; they are simply memories. Take those values and create guiding principles for yourself and the organization you lead. Use them for every decision.
- **Define Group Process:** Define the decision-making level for each team member. Learn to delegate and create follow-up methods for accountability. Don't delegate and forget until the deadline. Set up check-in points for mentoring and course correcting.

- **Ask for Team Input for Decisions:** You will discover that you might have missed some detail that will create a problem. You might find someone has a helpful suggestion you had not considered. Getting input does not mean that the leader must do what others say. It's a way to get buy-in and clarity. Set boundaries for what you will and will not accept. Make decisions based on principles rather than wanting people to like you. It's better to be respected than liked.
- **Be Flexible:** Sometimes, we choose a pathway that doesn't work, even with all the work, to be sure that it's the best choice. Stop when it's evident that the decision is not good, and address it with your team. Being transparent is a good leadership trait. Being human is better than being perfect.

Define a process and continually work on self. Leadership and communication are both based on relationships.



## Hugh's Favorite Recipes: Pesto Pasta

### RECIPE

Servings: 2

Prep Time: 15 Minutes

Total Time: 15 Minutes

### INGREDIENTS

- Glass of White Wine
- 1/2 cup toasted pine nuts
- 2 tablespoons lemon juice
- 1 small garlic clove
- 1/4 teaspoon sea salt
- freshly ground black pepper
- 2 cups basil leaves
- 1/4 cup extra-virgin olive oil, more for a smoother pesto
- 1/4 cup grated parmesan cheese, optional Some type of noodles or rice



### DIRECTIONS

1. In a food processor, combine the pine nuts, lemon juice, garlic, salt, pepper, and pulse until well chopped.
2. Add the basil and pulse until combined.
3. With the food processor running, drizzle in the olive oil and pulse until combined. Add the parmesan cheese, if using, and pulse to briefly combine. For a smoother pesto, add more olive oil.
4. Serve with your favorite pasta by adding a spoon full at a time until reaching the desired amount.
5. Things to consider adding to the pesto pasta are: Slices of prosciutto, oven roasted broccoli, 1 charred jalapeño, sun dried tomatoes, or other savory items.
6. Pour another glass of white wine and enjoy!

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