

The interactive magazine that will make you thrive!

Your Excellency

May 2013

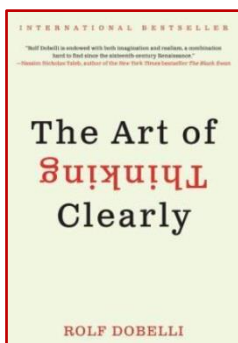
Tools + Support + Action = Your Excellency

3 Big Brand Social Media Strategies for Small Biz budgets



by **Rick Mulready**

7 Rules of Success
by **Brian Tracy**



Video review
Amazon
'book of the month'

Talking to



Wendie Pett
creator of the
Visibly Fit™
exercise program

Make more Videos in less Time

by **James Wedmore**

The boomers' guide to success and balanced fulfilling lives



A note from the Editor

"To keep the body in good health is a duty... otherwise we shall not be able to keep our mind strong and clear."
Buddha

Men have known since ancient times the importance of 'mens sana in corpore sano' – famous Latin quotation often translated as "A sound mind in a healthy body."

Most businesses fail because entrepreneurs don't have the right attitude or the right knowledge.

We have lived through the information age and knowledge is at the distance of a 'click', although how to filter it and use it is now the real challenge.

Businessmen have trouble making decisions because they have too much information. It is impossible to process it all or be sure of its accuracy! Often they feel overwhelmed and spend their days reacting to events instead of taking charge of their lives.

Taking the time to assess what YOU want from life, what your core values are and designing your life plan according to these is a MUST for anyone who wants to lead a happy and fulfilling life.

To have determination and resilience to carry out the life plan you probably need to learn or develop some skills, better communication and capability to manage your emotions and to understanding others, but for all this it is imperative that you keep in shape physically through proper exercise and nutrition.

A healthy body allows you to be energized and present in business and in your private life and to be able to be the best version of yourself.

Your Excellency Magazine was created to support you in your business and in life by bringing tips and thoughts of the best experts in self-development, business mentoring and wellness.

Come aboard and let us know how we can best SERVE YOU! We want you to relax, enjoy your accomplishments and have fun!

Clara Noble

Your Excellency

The interactive Magazine
that will make you thrive!

www.yourexcellencymag.com

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If you have expertise in an area that could leverage the success of our readers, contact us and we will consider including your articles or videos.

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Success Academy

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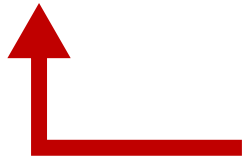
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All content published in this magazine is the exclusive responsibility of those who sign it or companies that advertize their products or services.

Our purpose is to support our readers by providing information but we can not be held liable for the results of its interpretation.

We only recommend products or services that we have had referred by trusted sources or that we have used ourselves.

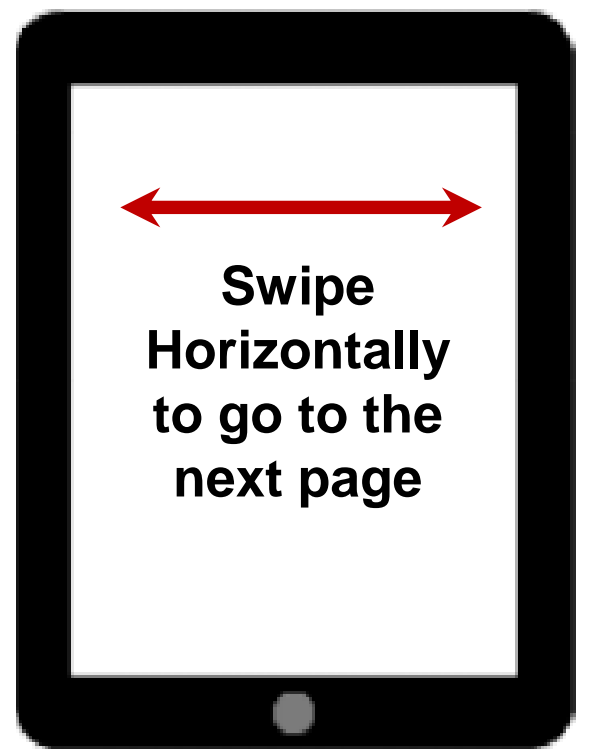
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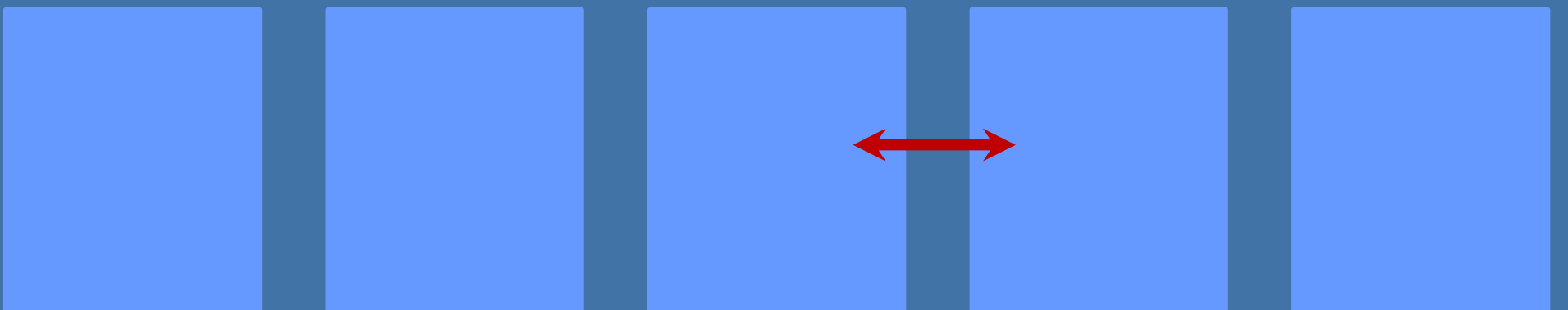
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Magazine Content



Cover Story

Talking to Wendie Pett

An inspiring interview with the renowned fitness expert and coach, speaker, author of Every Woman's Guide to Personal Power and creator of the Visibly Fit™ exercise program.



Wendie Pett



Networking with Social Media

By Ivan Misner



7 Rules of Success

By Brian Tracy



So How Good Are You?

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By Wendie Pett



Make MORE Videos in LESS Time

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Success Mindset Conference

By Mark Rhodes

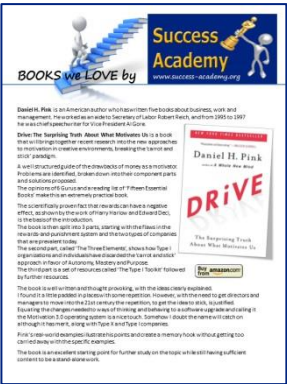


3 Big Brand Social Media Strategies for Small Biz Budgets

By Rick Mulready



Food for Healthy Living Past 40



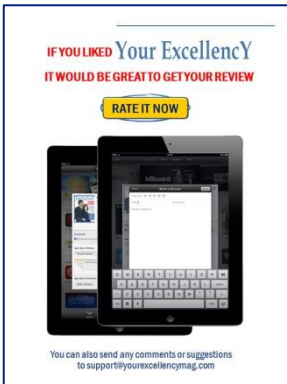
Book Review



Cartoon



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Talking to



Wendie
Pett



YEM Your Excellency Magazine is a resource to empower entrepreneurs on how to live a life of excellence. Living a life of excellence includes having good health.

How does your **Visibly Fit™** wellness program benefit the busy entrepreneur?

WP It allows the busy entrepreneur a “no excuse” solution to get healthy.

While using your body as your gym, tension and contraction type moves are used which help to shed fat and replace with lean muscle. The exercises are simple and can be done anytime, anywhere...even while traveling for work!

Visibly Fit™ is all about getting creative with your workouts, while taking back control of your days and your body.

YEM How and when did you create **Visibly Fit™**?

WP Well over 12 years ago, I was in a horrible snowmobile accident that left me with an injured shoulder - a torn muscle in my shoulder and a broken clavicle to be specific. I trained my body to work hard and gradually the injury healed. I didn't need to have surgery as the orthopedic surgeon had originally recommended.

Our body is amazing and in many cases it can heal itself, if you give the time needed to do so. The problem is that most people are used to quick fixes.

Once I healed my injury in record time, I felt the calling to share this knowledge with everyone I could to prevent and heal injuries and to shed fat and replace with muscle. I have one client that released 100 pounds in less than 10 months. **Visibly Fit™** works!!!

YEM Why is your **Visibly Fit™** system so empowering?

WP Because it's not only an exercise system that works, but also a coaching program that takes people to a whole new level in breaking through old beliefs and negative self-sabotaging habits.

YEM As a busy entrepreneur yourself, what drives you the most to do what you do?

WP Life transformation!!!

I love seeing people's lives changed by taking simple daily action steps regarding their overall health and well-being. When one life changes, then a ripple effect of lives change around them as they become inspired and encouraged to get **Visibly Fit™** ! This ripple effect of health affects us all and determines the future of our world.

YEM When we have certain food cravings, what is our body really trying to tell us?

WP I could name many things, but let's talk about the two biggest cravings – Sugar and Salt.

Cravings are usually an indication that the body isn't receiving the right amount of nutrients and minerals. If you are craving sugary foods, then you may be low in the mineral called chromium. If you are craving salty foods, then your body actually may be slightly dehydrated. Treat the symptom and not the craving!

YEM What's one of the biggest culprits of weight gain?

WP Sodas (regular and diet), processed foods, trans-fats (lots of fast food), sugar, white flour, living a sedentary lifestyle, and emotional attachment to the weight – whether it's conscious or unconscious – it's there!

YEM What is your take on all the fad diets?

WP I don't believe in diets at all. I believe in the 80/20 rule of eating. Eat 80% of the time healthy God-given foods and the other 20% enjoying life a bit (not abusing it, but not being so rigid). If you can stick with fresh fruits, vegetables, whole grains, beans and lentils then you will feel and look better.

YEM Why do people quit?

WP People quit because they get too overwhelmed and they haven't determined their "why" for getting in their best shape. The why must be bigger than the pain of staying in their current situation before change will ever occur.

YEM How important is it to workout along with eating healthy?

WP Exercising and eating healthy go together like a car and fuel. Just as an unleaded car runs sluggish if you use diesel fuel in the engine, the same is true for your body. If you only eat well and don't exercise your body will feel tired throughout the day. Also, when you are releasing weight then it's important to build muscle to eliminate sagging skin.

YEM What's your favorite healthy snack?

WP I love Kale chips! They are super easy to make and of course they are healthy. You can find the recipe on www.wendiepett.com.

YEM What's the most daring thing you've ever done personally?

WP I went skydiving! Took a leap of faith and it was absolutely incredible. I'm ready to go again!!!

YEM Do you have a hobby or something you like to do often?

WP I have several. A few on my list are dancing, gardening and spending quality time with my son.

YEM As an entrepreneur, I know you have a big vision. What's the future look like for **Visibly Fit™** ?

WP I do have a big vision. My goal is to create a **Visibly Fit** movement across the world to empower people to take back their health so they can become the best versions of themselves. We all have a calling and purpose in our life and we can't fulfill that calling unless we are physically, mentally, and spiritually equipped. I would like to open **Visibly Fit™** wellness centers (online) across the country that allow for the best resources, accountability, and knowledge that will help people reach their wellness goals and maintain them for life!

Networking with Social Media

From a business perspective, the ideal use for social media is to build your brand and your credibility with the people you are connected with; it's about providing value for your connections and followers. It is important to offer them useful information balanced with a little personal insight and whether you're talking about face-to-face networking or online networking **credibility** and **relationship building** is still critical to the process.

With social media, the key to success is outlining a **strategy** which considers the amount of time you can realistically dedicate each day to your online marketing efforts and to be consistent.

People have a tendency to get online at random times and start clicking away. Then something mysterious happens to the 'space-time continuum' and all of a sudden two hours go by and they have nothing to show for it!

Here's how to avoid falling victim to that trap . . . have a plan and work it! Write up a plan for how often you will work your social media and for how long.

Sit down and map out a weekly schedule that outlines specific days and times during which you will spend developing your social media strategy. Figure out what's realistic and what makes sense for your company and go from there.

For example, you might schedule yourself simply to post one update at 9 am, one at 1 pm, and one at 5 pm daily, and then dedicate ten minutes to responding to comments and direct messages at 10 am and 3 pm on Mondays and Wednesdays. On Tuesdays and Thursdays, you might then dedicate ten minutes at 10 am and ten minutes at 3 pm to retweeting people's comments which you find valuable and also thanking people for mentioning you or retweeting your posts.

This is just an example but you should definitely take the time to devise a social media strategy such as this that specifically makes sense for you.

Leverage your time! Be sure to utilize the various tools currently available that are designed specifically to save you time in your social media efforts.

For example, sites like <http://ping.fm>, www.seesmic.com, and www.tweetdeck.com are designed to send your social media updates to multiple social networking sites, including Twitter and Facebook, with one click.

Some sites even allow you to link multiple Facebook and Twitter accounts (if you have more than one) to one desktop application where you can post updates to all sites as well as view and respond to your friends' posts on those sites and keep a log of all your past posts.

This means no more logging into multiple social networking sites... you can manage all your social networking accounts from one place!

Also, there are sites such as www.cotweet.com where you can schedule updates in advance so your updates will be posting even while you're not online. With all the traveling I do, this is a tool that I've personally found to be very useful.



Dr Ivan Misner

'It is important to offer people useful information balanced with a little personal insight and whether you're talking about face-to-face networking or online networking credibility and relationship building is still critical to the process.'

Once you have your strategy in place, you will no doubt be anxious to start seeing a return on your online networking investment and it's very important to remember one thing: Networking, whether online or face-to-face, is more about farming than it is about hunting. It's about cultivating relationships with people.

The bottom line is – it takes time. It is about building the credibility of your brand and that doesn't happen overnight.

Return on Investment (ROI) is directly correlated to either:

1. Dollars spent (online paid marketing) or
 2. Time and/or effort spent – in saturating and building strong profiles on whatever social media channels are deemed effective for the brand (including blogging).
- Don't forget that some businesses will benefit much more from spending more effort on "niche" networks that may have less traffic, but more targeted to the brand's ultimate consumer.

'Networking, whether online or face-to-face, is more about farming than it is about hunting.'

If your network is a mile wide and an inch deep it will not be successful.

It is important that you create a network that is both wide and deep. You do this by being visible and engaging in the conversation.

Over time, this gives you credibility which leads to building your brand and your sales and will ultimately give you the biggest ROI for your online marketing efforts.

Most of what I've discussed so far has focused on what you should do in order to carry out an effective and profitable social media campaign for your business but there are also some things you should be sure to avoid in order to be successful.

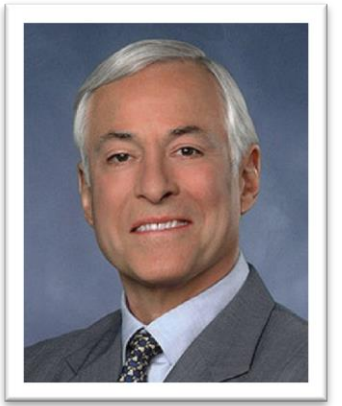
Below are the top five common mistakes that businesses make when it comes to social media networking—avoid all of these.

1. Spending too much time on sites you enjoy and not fully evaluating whether or not that particular site is the most effective one for your efforts.
2. Going onto a site for "work" and then running down rabbit holes getting distracted by friends who may have posted something interesting or something which requires a response.
3. Not being able to properly define when it is more cost-effective to delegate certain social media responsibilities to someone else to handle.
4. Setting up a blog, Facebook, LinkedIn, or Twitter page and then not keeping it populated—consistency and fresh content are key.
5. Forgetting that social media is about engaging in the conversation and not just about selling.

'One of the common mistakes that businesses make when it comes to social media networking is forgetting that social media is about engaging in the conversation and not just about selling.'

*Called the "father of modern networking" by CNN, **Dr. Ivan Misner** is a New York Times bestselling author. He is the Founder and Chairman of BNI (www.BNI.com), the world's largest business networking organization. His book *Networking Like a Pro* can be viewed at www.IvanMisner.com. Dr. Misner is also the Sr. Partner for the Referral Institute www.ReferralInstitute.com, an international referral training company.*

7 Rules of Success



Brian Tracy

Video Placeholder

7 Rules of Success

Hello everyone, I'm Brian Tracy and today I want to tell you about the 7 Rules of Success. These 7 Rules are true in every aspect of your life in which you can achieve success and happiness.

Rule Number 1 is 'Success is a journey, not a destination'

Success is a process of moving towards accomplishing the things that are important to you, rather than reaching a final goal or objective where you simply stop with no plans or goals for the future. One of the best things that you do is to create sequential goals, goals that follow one after the other. For example making a certain amount this year and a certain amount next year and a certain amount the year after, so that when you achieve a goal it is part of an even larger and longer goal. In this way you take complete charge of keeping yourself positive and motivated and focused toward the future.

Rule Number 2: 'Success is more who you are rather than what you own'

The greatest advantage of achieving success is the kind of person that you have to become in a competitive world to achieve that success. As Gothe once said, 'to have more you must first be more'. People like and admire and respect you far more and for far longer because of the fine person that you have become in your striving to achieve worthwhile goals.

Rule Number 3: 'Success means being able to live your life in your own way'

Success is only a value to you when you can begin to define your own terms, to live your life in your own way, to do the things you want to do with the people you choose to do them with.

Rule Number 4: 'Success is getting what you want, while contentment is merely wanting what you get'

Success means setting a goal, making a plan and then persisting through every

'Success is a process of moving towards accomplishing the things that are important to you, rather than reaching a final goal or objective where you simply stop with no plans or goals for the future.'

adversity and difficulty until you finally win through and achieve your original goal. Success does not consist of giving up and settling for whatever you get.

Rule Number 5: 'Success means earning the esteem and respect of the most important people in your life'

This requires above all that you be a person of integrity. As Emerson wrote, guard your integrity as a sacred thing. The most important men and women, and the most respected in our society are the ones who are most esteemed by the people who knew them. In everything you do, refuse to compromise your integrity for anyone, or anything. This is a true mark of the genuinely successful person. We say, live in truth with yourself, and then live in truth with everyone else around you. Refuse to do anything that is not consistent with the very best person that you could possibly be.

'In everything you do, refuse to compromise your integrity for anyone, or anything.'

Rule Number 6: 'Success imposes high responsibilities on you, and requires a higher standard from you than ever before'

When you're struggling on your way up, people may or may not notice you or pay attention to you. But when you achieve your success, everyone will be watching, everyone will be noticing everything that you do and say. And as the Bible says, 'from him to whom much is given, much is expected'. You have to be a role model, you have to set an example for other people, you have to ask yourself 'what kind of a world would my world be if everyone in it was just like me?' And whatever your answer to that is, you have to raise the bar on yourself when you become successful.

Rule Number 7: 'Success does not mean an end to problems, it merely means a change in the nature of problems that you have to deal with'

The fact is that problems are a normal, natural and an absolutely unavoidable part of human life. They never end, they merely change in their character and content. No matter what you achieve, you'll have problems of all kinds. The only question is your effectiveness in dealing with them. We say that problems come not to obstruct but to instruct, and there's no such thing as failure in life, there's only feedback. So when you have a problem, look into it from what you can learn, how you can grow and how you can become even better.

'...problems come not to obstruct but to instruct, and there's no such thing as failure in life, there's only feedback.'

Now that we have gone through all 7 Rule of Success, I want you to take a few minutes and think about them. Watch this video again if you need to, but reflect on your life and your current situation.

Do these 7 rules ring true to you? If not, what could you change in order to live a more successful and happier life?

Brian Tracy is a professional speaker, trainer, seminar leader, consultant and CEO of Brian Tracy International, a training and consulting company based in California. Brian is one of the top business speakers and authorities in the world today. He has spoken in over 60 countries and addresses more than 250,000 people worldwide each year. He is the best-selling author of more than fifty books, including *Maximum Achievement*, *The Psychology of Selling*, *Eat that Frog*, and *The 100 Absolutely Unbreakable Laws of Business Success*.

Brian currently resides in Solana Beach, California, is happily married and has 4 children. For more information on Brian Tracy programs, go to: www.briantracy.com.

So How Good Are You?



Peter
Thomson



You know how there are parts of a conversation so highly important don't you?

Well one of them...

Makes the difference between success and failure

Because...

This is where the 'juice' dribbles into play. This is where the rubber slaps the highway.

This is where the 'haves' get distinguished from the 'have nots'. This is where the wheat – etc etc etc

In other words...

This is one of the two most important parts of ANY conversation – more on the other at another time.

Here we go:

Question: "How good are you in the last 3 feet?" (Translation: how good are you in the last meter?)

Seems at first glance a strange question to ask, until we fully realize that ANY AND EVERY conversation is a 'sales' conversation.

Yes – every conversation is an attempt to persuade someone to do or avoid doing something – either now or in the future. (Thank you for whoever wrote that first)

And as this statement is true:

Then how good we are in the last 3 feet – when the close of the conversation takes place will determine ALL our results – physical, emotional, financial.

So maybe, just maybe – it would be worth examining a number of ideas and issues about those last 3 feet.

Here are some questions to ponder:

Do I know what to say?

Have I practiced what to say?

Have I felt any fear in this part of conversation?

Why have I felt fear?

Is this an area that's stopping my success?

What will I do about it?

You get the point – don't you?

Yes – most conversations have 3 major parts, unfortunately most people fail at two of them!

And this applies in face-to-face, telephone and in writing.

Let's get better at completing the communication ending in such a way that both parties get what they want.

Needs practice!

Peter Thomson

Editor & "Practicing" Publisher

***Peter Thomson** is regarded as one of the UK's leading strategists on business and personal growth. Starting in business in 1972 he built 3 successful companies – selling the last to a public company, after only 5 years trading, for £4.2M enabling him to retire at age 42. Since then Peter has concentrated on sharing his proven methods for business and personal success via audio and video programs, books, seminars and conference speeches.*

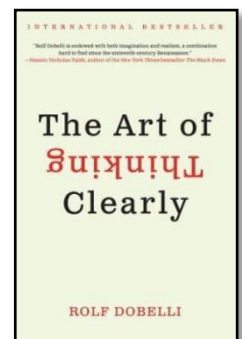
www.peterthomson.com

About 'The Art of Thinking Clearly'



Ray Noble

Video
Placeholder



Rolf Dobelli (born 1966) is a Swiss writer, novelist and entrepreneur, having written six works of fiction.

His first non-fiction book 'The Art Of Thinking Clearly' is a translation into English of a German bestseller. Subtitled 'Better Thinking, Better Decisions' this it is a collection of 100 short newspaper articles on errors of judgment that led to a number of speaking engagements in Europe before the book was published.

The articles appeared in Die Zeit ("The Times"), the most widely read German weekly newspaper with an estimated readership of over 2 million.

With the German people being generally well known for their logical thinking this gives the book a certain amount of credibility. Additionally, being written as a weekly column each chapter is about 3 pages long and can be dipped into and read in any sequence. This makes it ideal for anyone who only has occasional short periods to read.

It is a definitive and entertaining collection of systematic cognitive errors bringing together an enormous amount of scientific research and study.

Rather than telling you how to think better it tells us how we may be making mistakes.

For example most people believe "98% fat-free" is healthier than "1% fat" an instance of 'It's not what you say, but how you say it' or framing.

Another distortion is that we have a tendency to interpret new information so it fits our existing theories, beliefs and convictions. Anything that doesn't fit is ignored as a special case or exception.

Each chapter has an explanation and examples of a particular type of error with scientific support. Reference is made to how our hunter/gatherer past shaped our

'The Art of Thinking Clearly' is a definitive and entertaining collection of systematic cognitive errors bringing together an enormous amount of scientific research and study.'

behaviors, and our brains have not evolved to our current far more complex and unpredictable society.

Even what at first appears complicated is explained succinctly, be it statistics, economics or medicine.

Although some examples are quite well known, having been used by 'pop science' writers in the past, his eloquent style puts a new spin on them keeping them fresh.

Chapters end with 'See also', being other chapters that deal with a similar or related mistake and usually a conclusion.

Unlike a lot of other translated books the writing is clear and entertaining with a lot of examples from both sides of the Atlantic.

I don't read German so I can't say whether anything was 'lost in translation' but it is easy to read and there is a generous amount of humor present.

The book is going to upset quite a few people since Dobelli takes aim at a number of professions and how they distort information for their own ends.

Journalists are a prime example with their bias for the 'human angle' rather than important facts.

Also coming in for criticism are:

Economists (for no better than average economic predictions),

Bankers (rewarding employees for loans sold – good or bad),

Doctors (favorite treatments used for all possible cases),

Politicians (overconfidence and use of flattery until they have your vote)

In most cases he points out our failings by placing too much trust in experts.

Dobelli's arguments, for example, that we should give up consuming news because it encourages errors, stresses people out and wastes time, may be exaggerated on occasion but the basis is always sound.

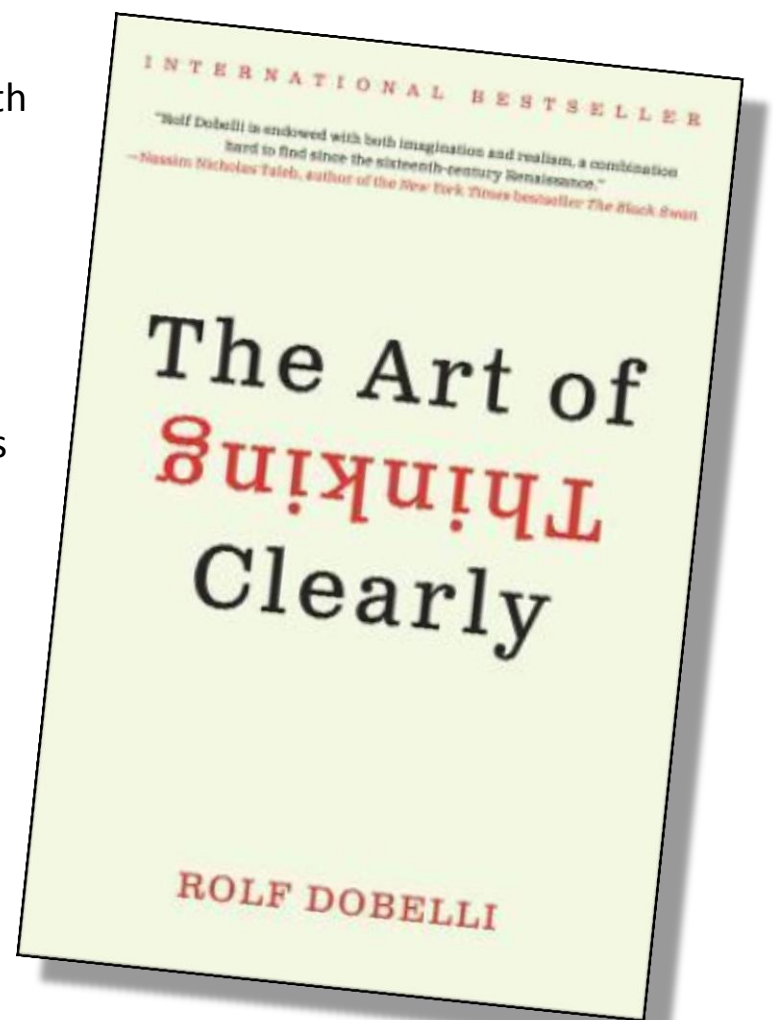
Although there are few solutions proposed as to how to break out of erroneous thought patterns it makes the first step in helping us become more aware of where we may be going wrong. After all we have to learn to think for ourselves.

If the book stops you making just one mistake, that could more than offset the cost of the book and the time invested in reading it.

Ray Noble, co-founder of Success Academy - www.success-academy.org - brings 30 years of international experience in auditing, CFO and VP of multinational companies and management consultancy in the UK, Saudi Arabia and Portugal. His leadership training (INSEAD, IMEDE) make him a solution oriented trainer and mentor inspiring clients to excel and creating 'out of the box' measurable goals.

He is the author of 'Stunted Growth - 100 Reasons Why Your Business Might Be Going Nowhere' (coming out in April).

He is English and lives in sunny Portugal with his wife and daughter.



Tone Up While Traveling!



Wendie Pett

Video
Placeholder

**Tone Up While
Traveling!**

Have you ever sat for hours on an airplane or in bumper-to-bumper traffic and thought, "This is such a waste of valuable time!"?

What can you really do in those situations to make the most of it?

It may surprise you to realize that you can make good use of that otherwise 'wasted' time!

Thinking creatively about your workout will allow you to take full advantage of this idle time and get toned while traveling.

You will be amazed at how small movements in a small amount of space will offer a whole new dynamic to your overall muscle tone. Not only will you receive a more toned, tighter look, you will also see a noticeable difference in your strength.

If you can tone muscles under the restrictions of time and space imposed by a hectic travel schedule, imagine what you can do while seated at your desk in the middle of the workday!

Insist that your day work for you and not the other way around! If you are as busy as I am, then fitness creativity must become your faithful friend.

Here's a list of a few moves that you can incorporate into your busy travel day to make a difference in your how you look and feel.

The resulting extra boost of energy is spectacular!

Without being obvious in the close quarters of an airplane you can do subtle exercises and no one will ever know.



Here are three exercises for you to try:

1. Leg Raises – While seated and with a flexed foot, raise your leg about 6 inches off the floor and hold it for 15-20 seconds. You should feel this in your quadriceps (top of your leg/thigh) and in your lower abdominal (stomach) muscles. Alternate leg raises until you have completed 10-12 on each side.

2. Arm Press – Using the arm rests attached to your airline seat, place your forearms on the rests and press down while tensing the entire arm.

Hold for 10-12 seconds and repeat several times throughout your flight.

This will work the shoulders, biceps, triceps, and forearms, basically your entire arm.

3. Stomach Hold – Press the abdominals back to your spine and hold for 15-20 seconds.

Do not hold your breath, only your abs.

Incorporate this exercise 15-20 times throughout your flight.



In the car...(while stopped in traffic or at a stop light, of course.)

1. Isometric Chest Squeeze – Place your arms on both sides of the steering wheel and squeeze with all your might for 10-12 seconds. You will feel this in your chest and arms.

2. Tricep Press – Place your arms up and over your head (again, you are stopped – not driving) in a 90 degree angle. Hands are flexed and facing behind you.

Slowly lift your arms and straighten using slow, controlled tension.

Perform 10-12 reps.

3. Upper Back Pull – Grab the bottom of your steering wheel with palms facing upward. Try to pull the wheel towards you, tense, and hold for 10-12 seconds. Notice the muscles in your upper back working along with your arms and shoulders.

Don't let traveling get the best of you.

Keep up on your fitness no matter where you are going!

Wendie Pett is a nationally renowned fitness expert and coach, mother, speaker, author of *Every Woman's Guide to Personal Power*, and creator of the **Visibly Fit™** exercise program.

Wendie's many **Visibly Fit™** instructional DVDs teach wellness maximization through the balance of mind, body, and spirit as well as how to use your body as your gym!

As a personal trainer and wellness coach, Wendie offers seminars to corporate groups and individuals.

To learn more or to schedule group or individual training or coaching visit

www.wendiepett.com.

'If you can tone muscles under the restrictions of time and space imposed by a hectic travel schedule, imagine what you can do while seated at your desk in the middle of the workday!'

Make MORE Videos in LESS Time

Alright, I get it, your time is precious! And let's face it, creating Marketing videos for your business isn't exactly as quick and easy as say updating your Facebook status...



James Wedmore

Video
Placeholder

My Youtube Traffic Report

Taking the time to make the right videos, the right way, is worth the effort.

So in this video (which didn't take me that long to make), I'm going to share with you all the tips and tricks that I've learned and used myself in the past 5 years, so you can save time, get more done and have more fun doing it!

Now, before I share with you my top 6 strategies for shaving that precious time off your video production process let's take a look at the 2 reasons most people struggle with inefficiency and spend way too much time trying to get things done.

Number 1 is a **lack of systemization** - not only do people like to reinvent the wheel, they tend to reinvent the tires, the window, the engine, everything! And they do that every single time they create a new video.

Let's take a look at the classic cake baking cliché: when you decide to bake a cake, you have step by step instructions that allow you to predict, with minimum risk, what the end result will be. Baking a cake is the same as making your videos, except when you make a video you can enjoy it over, and over again. A cake?...not so much! Develop a step by step system for your videos that you can replicate time and time again. As you grow, your system will ultimately improve saving you even more time.

Time sucker Number 2: the 'I can wear 50 hats syndrome' - most people decided long, long ago, in a day dream far, far away 'if I have to be successful, I've got to do it all myself'. What kind of nonsense is that? You may be saying to yourself you can't afford to outsource, and that is probably because you haven't started outsourcing. But if you're watching this video, I am going to make a bold assumption that video production isn't exactly your strong suit.

'In this video, I'm going to share with you all the tips and tricks that I've learned and used myself in the past 5 years, so you can save time, get more done and have more fun doing it!'

Why are you trying to do it all by yourself?

Trying to light your own set, frame up the shot and be an incredible superstar in camera is highly improbable to do by yourself. But I didn't say it was impossible...

In an effort to save you more time, here are 6 things that you can do right now to shave that precious time off your video production process:

1. Create a shot list. Stop making videos like you order fast food - off the cuff. Spend the time now to plan and prepare videos that your audience actually wants to watch and you will quickly see a greater ROI on your time investment.

2. Script all your videos. Most people think writing a script is a waste of time. Until you head into the editing room and try and clean up all those rambling thoughts and run on sentences. Every minute now spent to plan and prepare will save you 20 minutes of headache later trying to do damage control on all that ill preparedness.

3. Have a studio. Now, if you have a dedicated room or a corner in your office where you can have a stationary studio for all your videos you're going to save a maximum amount of time setting up, breaking down and trying to figure out how to light your set, every time you press record. But if you don't have the luxury of a dedicated stationary studio to film your videos, a simple trick is just to mark off with a little bit of tape where your lighting stands, tripod and back drops need to go.

4. Block off a filming day. Multitasking does not work. For the best results you need to film all of your videos in a single day. You are going to quickly notice how much you warm up and improve the quality of your on-camera performance. Those little mistakes, flubs and hums and ahs will quickly vanished and you will transform from video amateur to celebrity professional.

5. Block off a day just for editing. Same as for shooting, block off an entire day or afternoon just to edit your finished videos. Now you can have weeks of finished contents in the can instead of trying to rush and keep up with a weekly schedule.

6. Use equipment that you know how to use. If you have big, technical, expensive equipment that you don't know how to use, you're not going to use it! The best camera is the one that you've already mastered. Start simple and get to know your tools before you start filming.

There you have it! A bunch of little things you can do right now to speed up your video making production process to save you more time and get more results with less effort.

So remember - systematise every single thing you do into simple to follow actionable steps and don't forget to attract others to help YOU achieve your goals.

Don't waste any more time watching this video, get back to work making some videos of your own!

***James Wedmore** has a talent for breaking down and keeping simple the hottest and most lucrative, marketing vehicle on the web - VIDEO.*

James is an LA Film School Grad, author of 'The YouTube Marketing Book' and Founder of Video Traffic Academy, a community of 6,000+ small business owners leveraging the power of video for online success.

To learn more visit www.jameswedmore.com.

'Spend the time now to plan and prepare videos that your audience actually wants to watch and you will quickly see a greater ROI on your time investment.'

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Success Mindset Conference



Mark Rhodes

Video Placeholder

I believe that everything in life is about skillset and mindset.

The skillset, that's what you can get from your company. The success mindset and achieving goals, is how you set yourself up so you notice opportunities that are always there. People often say 'the trouble with me is that I'm never at the right place at the right time'. We are always in the right place at the right time, but we just don't realize it. That is why the mindset is so important. We can find the skillset quite easily, the mindset is often the missing piece.

This is how we work - we have thoughts, we think things, we make pictures in our minds and we say things to ourselves in our heads. A lot of people are amazed to hear it, they think they're the only ones. We all chatter to ourselves in our heads 24 hours a day. That's what we do, we chatter. Oh, wonder if this will be right, wonder what those people will think, why are they doing that?

This is what happens - we have thoughts, the thoughts we have and the things we say to ourselves tells us how we feel, it creates how we feel inside, and how we feel inside determines the quality of action we take, or whether we take any action at all.

If we're over at the mall and we say to 2 people there's someone over there. They're going to have different thoughts. The person that goes up and talks is going to be thinking 'Oh, this could be a great opportunity for me. I can't wait to tell them about the product. I'm going to go right over there to talk to that person'. So when they think that, they feel good and they go and do that.

The other person is probably thinking 'Oh, they'll probably think I'm strange if I go and talk to them, they'll probably think I'm pestering them, they'll probably think I'm a nuisance'. They're going to feel really bad, and they're not going to take the action, they're going to run away.

So, understand that the only thing that is causing us to do things or not to do things is how we're thinking about them.

I used to think 'Oh, if I get up on stage and say something, I might make a mistake, I might say something wrong'. These things happen and we just move on, it doesn't

'I believe that everything in life is about skillset and mindset.'

Note: Text is a transcript with minor adjustments to facilitate reading

matter. Now my mindset is that when I speak I don't even get nervous. And speakers that have been speaking for years get nervous and say 'but you're supposed to get nervous'. No, I get carried on the enthusiasm of the great information I know that I've got to share with people. It just changes how I'm thinking about it.

So what makes a person successful? Very often when I'm coaching or mentoring people, they'll give me all the reasons why they can't be successful - I didn't have the right education, I didn't grow up in the right place, my parents weren't successful. It's not about any of those things at all. It's about how they think, and having an expectation of a good outcome in everything they do, and enthusiasm... That is one of the biggest things that separate people who are successful and those who aren't successful.

Language is very important. Often when I'm in a workshop talking about goals and achieving goals, I get people to write down a list of 3 or 4 things that might be goals or things they want in life. Some might say 'I want a Ferrari' or 'I want to be a millionaire' or 'I want to have a big house'. And I tell them to write it down. And then I say to them, write them again but instead of 'I want' put 'I have' in front. And most people find when they read those two lists it feels a bit different!

We've got two parts to our brains. We've got the subconscious part, and that tracks millions of things at once, it pumps our blood round our bodies, beats our heart, controls our breathing without us even thinking about it. It does so many things automatically. But our little conscious mind at the front they tell us can only track between 5 and 9 things at once - not many! So it's what's going on currently. Your subconscious mind has to decide 'how do I funnel these millions of things down to just 5 or 9 things? How do I do that? How do I funnel this down? I need to know.'

For instance let me give you an example, how your feet feel in your shoes probably isn't in your awareness, but it is now I've mentioned it! What happened is your subconscious mind had to drop one of the things that you were following and bring that in, so you're aware of it!

So when we see other people that have got the success that we're looking for, we need to let our brain know that's a good thing! And you need again to find the right words for you, but what I say again to myself when I see someone doing something I'd like to do or has got things that I'd like to have, I think 'wow, how great must that be! It must be really great to have that, or to be doing that'. So I'm constantly telling my brain that is right for me. And that's when the subconscious will learn to bring those into your awareness.

Words are important. We need to eliminate the word 'try'. People always say they're going to 'try' and do things. But we use the word 'try' so we can get off the hook if we don't do it. A lot of the time we're not committed inside enough to go and do it.

For achieving your goals there's a very simple formula. Firstly you've got to know what your goal is, secondly you have to define a goal statement and write it down and make sure when you read it feels like you've already achieved it.

You've got to set a big enough goal. Most people don't set a big enough goal and the problem with that is that it's not compelling enough! And what I mean by that is - if I set a goal just a little bit above where I currently am, I think because I won't be disappointed if it doesn't happen, and it's not that far I shall probably achieve it. The fact is, to achieve anything above where we currently are, logic says we're going to have to do different things to what we're currently doing. Anything different is likely to be outside of our comfort zone because otherwise we would already be doing it.

'We've got two parts to our brains. We've got the subconscious part that tracks millions of things at once... without us even thinking about it. ... But our little conscious mind at the front they tell us can only track between 5 and 9 things at once - not many!'

We need to set a big goal, see what that feels like and then decide if it's worth expanding the comfort zone for, because the rewards are so great.

Big goals need different steps. That's why if you set a little goal, you're unlikely to achieve a big goal because you're not going to be having the same big success ideas and take the same sorts of actions. So that's very important.

You don't have to know how you'll achieve it yet. You start thinking about that goal and think what it's going to feel like when you achieve it - the steps will come to you. You'll gradually start to have ideas once you get used to it and realize what you need to do.

So what are your goals 5 years from now? I heard on an online radio show a really good way for people to come up with what their ideal goals are. You just say to yourself: 'It's 5 years from now, it's a Monday morning, it's 7am, I wake up and everything in my life is perfect. What does my life look like?' And you just start writing about your relationships, about your family, about your finances, about your business.

The brilliant thing about this approach... it gets you outside of your current thinking, it's a bit like playing pretend again. So you write down what your life would ideally be like and what you actually end up with is a page of goals.

One of the things that can happen is people start thinking about their goal, feeling what it would be like when they've achieved it, but then realizing it will involve some things that are a bit uncomfortable. And they start saying to themselves - I can't do that, I can't talk to people I don't know, I couldn't stand up and do a training presentation.

So people start saying stuff and end up telling themselves all the things they can't do.

I call this like the 'I can't virus'. Because they go 'I can't do that and I can't do this'. But you know what? The 'I can't virus' has been misdiagnosed, because 99% of the time, when you're saying you can't do something, it's not that you can't, it's that you won't. Now when you realize that, that is a major step forward!

When we say 'I can't do' something, it says to the mind I have never been able to do it, I never will be able to do it, that's just how I am. So you'll never discover ways of doing it. You'll never start to change your mindset on it.

As soon as you say to yourself 'actually, it's not that I can't do it, it's that I won't', you realize you have control over it. You're making a decision not to do it.

How do you know that you can't give sales presentations? There are only one of two positions that you can go to: One, I've never done it before. That doesn't mean we can't. There are loads of things in life we do now that previously we couldn't do. But once we've got the belief, confidence, motivation and skillset we can do them.

But the most common position is 'I did it once before and it went badly'. Now, it's not that you can't do it, you can do it because you've done it, you just didn't like the results you've got!

Now why is that? Most of the time is because people are expecting too much. We have to understand the unplanned outcomes. The fact we did it once and it went badly isn't a reason not to do it. Do less of what doesn't work and more of what does work until we are able to do what we're looking to do.

The second question is 'What specifically prevents you?' That's when people start writing down all the fears they've got - I might make a mistake, things might go wrong, they may not like it, they may get angry at me... but very often what people realize when they make that list is that those things aren't really worth worrying about and actually they shouldn't worry about them at all. And they can make a change at that point.

'We need to set a big goal, see what that feels like and then decide if it's worth expanding the comfort zone for, because the rewards are so great.'

'I call this like the 'I can't virus'. Because they go 'I can't do that and I can't do this'. But you know what? The 'I can't virus' has been misdiagnosed, because 99% of the time, when you're saying you can't do something, it's not that you can't, it's that you won't.'

The third question is: 'What are the positives to your life if you could do this?' List down all the positives to your life if you were actually able to do this thing and build your business to the next level. And then write down all the negatives to your life if you were never to do this. It can be the opposite of the other list: I won't be able to do the best for my family, I might look back from the future and think: 'Wow, I never achieved my real ambition in life, I never reached my true potential!' You're coming up with this emotional blackmail to convince yourself that you need to take this step, adjust your approach and become a master at the things you're saying you can't do.

You need to ask better questions of yourself. We're asking ourselves questions all the time. Instead of saying to yourself 'I'm never going to be able to do this' ask yourself 'What can I do to improve the situation? What can make this better?'

Ideas will come to you, the brain is a fantastic thing if you allow it time to answer these sorts of questions. If you think about things in the right way instead of panicking and saying to yourself 'I'm never going to be able to do this.'

What if we ask positive 'What if' questions? 'What if I meet my ideal prospect or customer today? What if I meet the people that can really make this happen? What if today is the day things really take off?' Do you not think you're going to go into situations a little bit different if you're thinking of all the things that can go right versus all the things that can go wrong?

You're going to feel a lot different, and what's going to happen is you're going to manifest the things that are going to go much better if you're thinking that way as soon as you're going into the room, as soon as you go into the situation.

When we start to get empowered about our goal, we start thinking about where we want to be and what it's going to be like when we're there. We realize there is some things, normally for us there's always this one thing that is outside our comfort zone, so we put off doing it... because we don't want to be disappointed if it goes wrong. But we know if it goes wrong it's an unplanned outcome. We know that it doesn't matter, we can still go for it again. It's a bit like winning games. How can you win a game and feel like you've really won a game, unless there's a chance of not winning? How can you achieve and say you've achieved great success, if it was so easy? If there wasn't a chance of not succeeding? If there wasn't a chance of not achieving!

There has to be a chance of not winning, there has to be a chance of not succeeding, there has to be a chance of not achieving, to make it special when we do! Because we know when we don't achieve, when we don't succeed, when we don't win, it's an unplanned outcome. The opportunity still exists for us to go and do it in a different way.

As we get older we care less and less about what others think, about getting things wrong. And what we realize is that all those stupid things we worried about that prevented us from achieving big success, the fact that somebody might say no, the fact that it might not work out, all those things in the scheme of life are insignificant. Absolutely insignificant!

'You need to ask better questions of yourself. We're asking ourselves questions all the time. Instead of saying to yourself 'I'm never going to be able to do this' ask yourself 'What can I do to improve the situation? What can make this better?'

Mark Rhodes is an Entrepreneur, Business Mentor, International Speaker and Trainer in Personnel Success and Personnel Development .

He is also the author of the mainstream published book "Think Your Way to Success".

Mark works locally and internationally and lives in the UK with his wife Jackie and children Holly and James. To learn more go to www.rhodes2success.com

3 Big Brand Social Media Strategies for Small Biz Budgets



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Rick Mulready

If you want to be successful, find someone who has achieved the results you want and copy what they do and you'll achieve the same results.' Tony Robbins

One of the questions I frequently get asked by small businesses is, "How do you know which social media channel to be on?"

With so many different options available it can be downright overwhelming for small business owners. Their kids tell them they need to be on Facebook or Twitter so they sign-up and dabble in posting. They're not sure what they're doing or even why they're doing it, but they figure it's where they're 'supposed' to be.

The social media efforts don't impact their business' revenue and it all results in a waste of time and resources, neither of which small business owners have much of. So, they give up and move onto something else.

But what if they took a step back and looked at how the big brands in their industry are using social media?

After all, understanding and modeling how the most successful big brands in the world use social media can offer we entrepreneurs powerful insights that we can use to strengthen and grow our own businesses.

With that, here are 3 big brand social media strategies that you can take and immediately implement into your own business for little to no budget.

Strategy #1: Find Where Your Customers Are And 'Go Deep'

Pepsi does this really well. With so many brands, they couldn't possibly be on every social media channel so they align their brand strategies with the social platform that has the most relevant audience, positioning and strategy.

For example, Diet Pepsi's primary customers are Gen X women. So, they tend to focus their social media efforts on Pinterest. Or, with their Brisk iced tea brand, they tend to go for more of an "edgy feel" so when Instagram first came out, they focused their efforts there. They felt that the early users of Instagram aligned with the same people they were targeting as drinkers of Brisk.

They pick the most relevant platform and focus 'deeply' with it versus spreading themselves thinly across multiple channels.

With what you know about your own customers or the customers you're trying to attract, which one or two social media platforms could you focus on that aligns with your audience?

Here's a quick reference to help:

Facebook: tends to be an older audience but with all kinds of interests. Great for word-of-mouth promotion for your brand. Visual and videos work well.

Twitter: great for searching and finding people talking about your industry (i.e. – customers or potential customers). It's about the conversations going on and being part of those conversations.

Google+: tends to be where deep conversations are happening about a very specific topic.

Pinterest: primarily (but not all) female GenX audience. Great if your business is visual.

Instagram: tends to be younger, ages 18-34, and more cutting edge. Also great if your business is visually based.

Vine: create content in a 6-second video format. You can then share it on platforms like Facebook and Twitter.



Strategy #2: Create Content that People Want to Talk About

Unfortunately, many businesses only use social media to sell their products or services. It becomes their virtual soapbox, yelling out messages that they want to talk about.

A better strategy is to create great content about whatever industry you're in and then engage in the conversations going on around you.

Give people a reason to talk about you. Chris Brogan calls this 'building your own media coverage for the space that you serve.'

A big brand that has done this really well is the NBA's Brooklyn Nets. When they moved from New Jersey to Brooklyn, they needed to get people in Brooklyn to care about them, to buy tickets to come see them play.

Rather than trying to just outright sell tickets through their social media channels, they first gave tons of great content to people like funny videos, cool basketball cards and fun stats about the players.

They also engaged with people asking them questions like, "Who's going to score the most points in tonight's game?"

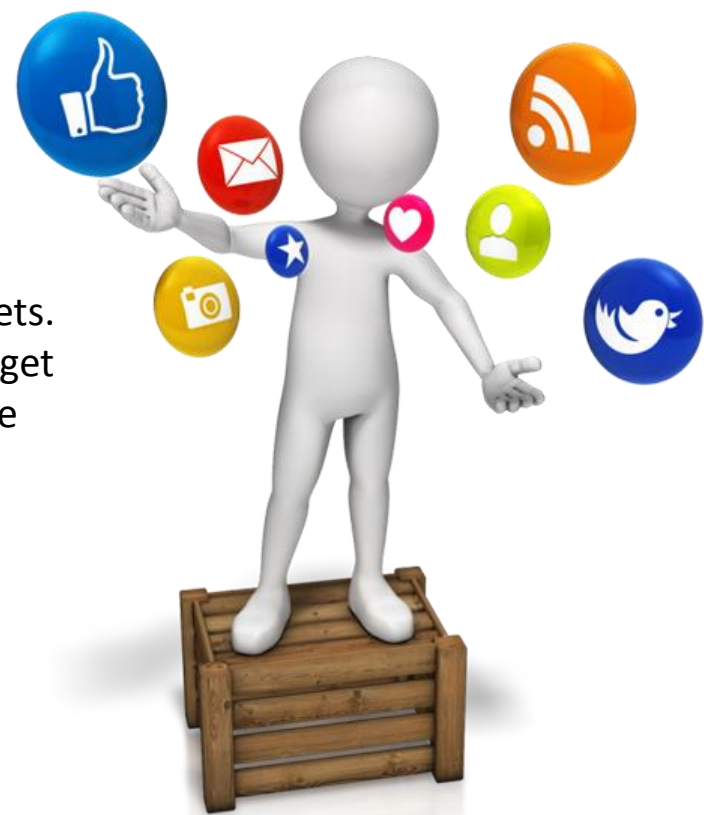
The person who guessed right would then win a ticket to a game.

The Nets gave people a reason to care about them before trying to sell them tickets.

What kind of content can you create about your industry, that offers value to people, before selling to them?

Strategy #3: Use Social Media to Listen to Your Customers

If you're not using social media to listen to your customers, to what is going on in your industry or niche, you're missing the point of social media.



The most successful brands use social media to listen to what their customers are saying about them and to what their customers think about their competitors. They listen so they can learn more about their consumers' aspirations, challenges and concerns.

Here are a few other benefits of using social media to listen to your customers:

- ✓ It allows you to learn where your customers are hanging out online. Are your customers on Facebook? Twitter? You should be there too.
- ✓ Listening can help improve your business by informing your own product cycle or your own service philosophy. In other words, how might you change your product offering or a service you provide based on the feedback you're hearing?
- ✓ Look at the content your customers, leaders in your industry and competitors are engaging with and sharing and then use that intelligence to develop your own content strategy like we discussed in strategy #2.



JetBlue is a great example of a big brand that uses social media to listen to their customers.

They monitor Twitter, for example, and have people who respond to travelers who are tweeting them about issues they're encountering. For instance, a passenger arrived in Denver for a connecting flight only to find that there were no gate agents anywhere in site. Frustrated, he tweeted this to JetBlue and they responded within minutes apologizing and explaining why there was no one at the gate. This showed the man that JetBlue cared and was listening.

How can you carve out a few minutes a day to listen to what your customers are saying about your business?

How can you afford not to?

To sum it up:

As small business owners, we're all starved for time. So, we need to make the most out of our social media efforts.

The easiest way to learn how to do that is to look no further than how the most successful brands in your industry are using social media and model it.

Now it's your turn.

Are you using any of these strategies? I'd love to hear your tips and questions.

Rick Mulready is a social media-marketing consultant who teaches small-to-medium sized companies big brand social media strategies for small business budgets. He's the creator of the weekly *Inside Social Media Podcast* where he talks with heads of social media from the most successful brands in the world. To find out more about Rick go to www.rickmulready.com

Food for Healthy Living Past 40

Healthy eating is vital at any age but it becomes especially important for people forty years and over. The average metabolism rate begins to slow down around this age, which means that unhealthy foods, like cakes and potato chips, are more likely to quickly turn into love handles! Eating nutritious foods is important for preventing illnesses as well. Studies show that healthful eating can enhance energy levels and assist with reducing risk of heart disease, diabetes, cancer, and asthma in people approaching middle age and over.



If you are 40 years or older, it is not too late to start focusing more on your diet. Not "diet" as in losing weight, but a healthy standard diet full of healthy foods. This is because at age 40, the body is more prone to distress caused by difficulties such as hypertension, bone density, joints, and more.

The way to eat a balanced diet over 40 is rather clear-cut and uncomplicated. All it takes is motivation and the desire to let go of prior bad eating habits. There are many successful diets for this age and older that can be easily implemented. These superb diets offer a surefire way to a longer life as well. The body loses important nutrients much faster as the middle age years approach, making eating healthier even more crucial. Therefore, it is important to eat foods that are abundant in vitamins and minerals.

Important Vitamins and Minerals for the Body are:



Vitamin A: helps to stabilize eyesight and smooth the skin, and found in vitamin A rich foods like sweet potatoes, carrots, and liver.

Potassium: assists with strengthening parts of your muscles. Potassium is abundant in foods such as oranges, cantaloupes, and bananas.

Calcium: helps make the bones stronger. Cheese and other dairy products are a rich source of calcium.

Vitamin B Complex: helps to prevent diabetes, heart disease, and anemia. Legumes, avocados, tuna, and potatoes are plentiful in this much-needed vitamin.



More Foods for Healthy Living Over 40

Brown Rice - brown rice is excellent for providing adequate energy. Each cup supplies over 80% of provisions for the body. However, brown rice has advantages over regular rice. It is plentiful in B vitamins such as vitamin B6-90%, vitamin B1-80%, vitamin B-67%, and iron and fiber 60%. The fiber and iron found in brown rice remains whole and unbroken, which is not the same with regular white rice.

Eggs - eggs are excellent for protecting blood vessels and the heart. Research shows that proteins in egg-yolks could decrease the structure of fibrinogen, a protein found in the blood that changes into fibrin, a substance that causes blood clotting. Nonetheless, even though egg-yolks can prevent blood clotting, too much can increase blood cholesterol levels. The best eggs to eat are those taken from chickens that are not fed artificial feed and "free range" chickens that are not cooped-up in tight enclosures.

Spinach - cataracts normally strike nearly every individual over 60 years of age. However, to prevent cataracts from forming, one should consume plenty of green vegetables, especially spinach. This is because spinach is full of lutein. Lutein is the most effective against cataracts. Research found that eating spinach or green vegetables at least two times per week should be sufficient.

Fish - joint pain and pain in general, tends to intensify at age 40 and over. Fish with omega-3 fats is excellent for joint protection. In addition, the high EPA and DHA content helps to prevent high-blood pressure.

Water - the excellent benefits of water for your health cannot be emphasized enough. Water eases the body's blood circulation, elimination, prevents constipation and kidney stones, activates the bacteria and enzymes thriving in the gut, keeps skin smooth, decreases the risk of bladder infections, and more. Health experts suggest drinking approximately two-liters of water per day, which equals 8-10 full glasses.

Summary

Eating nutritious foods is important; nevertheless, it is just as important to steer clear of foods that are harmful. Fried foods, sugars, and starches, are the main categories to be avoided. At times, discipline can wane; in spite of this, the majority of any diet should consist of vitamin and mineral rich, nutritious foods. Organically grown foods are best, if they fit within the individual's budget. In addition to being healthy, organic foods are free of pesticides and other chemical substances.

BOOKS we LOVE by

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Daniel H. Pink is an American author who has written five books about business, work and management. He worked as an aide to Secretary of Labor Robert Reich, and from 1995 to 1997 he was chief speechwriter for Vice President Al Gore.

Drive: The Surprising Truth About What Motivates Us is a book that brings together recent research into the new approaches to motivation in creative environments, breaking the 'carrot and stick' paradigm.

A well structured guide of the drawbacks of money as a motivator. Problems are identified, broken down into their component parts and solutions proposed.

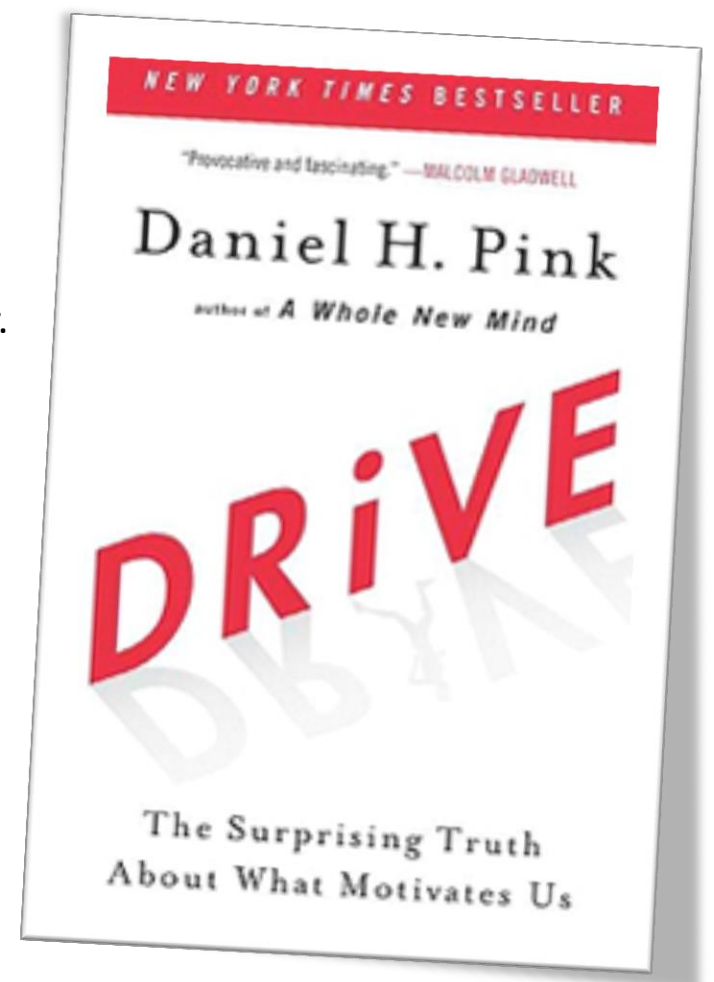
The opinions of 6 Gurus and a reading list of 'Fifteen Essential Books' make this an extremely practical book.

The scientifically proven fact that rewards can have a negative effect, as shown by the work of Harry Harlow and Edward Deci, is the basis of the introduction.

The book is then split into 3 parts, starting with the flaws in the rewards-and-punishment system and the two types of companies that are prevalent today.

The second part, called 'The Three Elements', shows how Type I organizations and individuals have discarded the 'carrot and stick' approach in favor of Autonomy, Mastery and Purpose.

The third part is a set of resources called 'The Type I Toolkit' followed by further resources.



Buy from amazon.com

The book is well written and thought provoking, with the ideas clearly explained.

I found it a little padded in places with some repetition. However, with the need to get directors and managers to move into the 21st century the repetition, to get the idea to stick, is justified.

Equating the changes needed to ways of thinking and behaving to a software upgrade and calling it the Motivation 3.0 operating system is a nice touch. Somehow I doubt the name will catch on although it has merit, along with Type X and Type I companies.

Pink's real-world examples illustrate his points and create a memory hook without getting too carried away with the specific examples.

The book is an excellent starting point for further study on the topic while still having sufficient content to be a stand-alone work.



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