

**HOW CAN A SMALL BUSINESS
INCREASE PRODUCTIVITY?**

**IS STAYING IN YOUR COMFORT
ZONE THE ULTIMATE
MARKETING STRATEGY?**

**MAKE YOUR SALES PAGE A
LOVE LETTER TO YOUR FUTURE
CLIENTS**

**INTENTION & BALANCE;
A HOLISTIC APPROACH TO
HEALTH AND HAPPINESS**

**IS COLLABORATION AN
EFFECTIVE BUSINESS
DEVELOPMENT STRATEGY?**

FEM

#17 - SUMMER '23

**REFOCUSING MARKETING
TOWARDS HUMAN CONNECTION**

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WELCOME.

Every day, I'm amazed by the incredible individuals who come together under the FEM banner. It brings me immense joy to empower people, helping them recognise and showcase their extraordinary talents. In a way, I see myself as the Albert to their Batman, providing guidance and support as they embrace their unique abilities.

You see, each of us possesses remarkable skills and insights, but we often overlook their significance because they feel ordinary to us. What may astonish others is simply common sense to you, and you assume that everyone shares this knowledge.



Photo by Evamaria Kulovits

That's why it's crucial to have someone in your life who can remind you of your superpower, polish up your metaphorical Batmobile, and propel you out into the world. And that's precisely what FEM represents to me—a league of superheroes uniting to bring about positive change in our world! I am sincerely grateful that you are a part of this extraordinary journey.

Welcome to FEM, where we celebrate your unique abilities and empower you to make a difference. Together, we are unstoppable!

Mags Thomson

Editor In Chief



INTENTION & BALANCE; A HOLISTIC APPROACH TO HEALTH AND HAPPINESS

Nicole Arseneau is a mom of three boys, a published fitness model and writer, an author, nutrition and body transformation coach and owner of Innerstrong Fitness. Nicole is a teacher, and co-founder of a non-profit organisation focused on providing a safe space to mentor young women. Alongside her husband, she has designed, built and co-owns three state-of-the-art medical clinics.



By [Mags Thomson](#)

Nicole empowers women to get fit, find balance and achieve their full potential. We sat down to talk about female empowerment and how the conversation around women's health has to move away from centring around numbers on a scale.

Nicole is part of a She Rises Studios anthology in the Mom Magic series called Moms in STEM which will come out on 23 June '23 and will tell the amazing stories of moms who are changing the world. Angela Bell, who is the creator of the Mom Magic anthologies, has been on a mission to elevate female lives and female entrepreneurs and round out the narrative about what it means to be a mom.

Q: What inspired you to join this Mom Magic Anthology?

I felt a connection with this mission to change the narrative around motherhood. We often hear things like you just have to be at home, you can't do anything else. I've always felt that it's important to be well-rounded and to teach our children that no matter what our goals are, we can work towards those with intention.

My husband is Italian and French, and it's very important to him that we have a traditional lifestyle. He believes that I should take care of our home while he focuses on his work as an entrepreneur. I've always made it clear that I expect him to support my dreams and aspirations as I support his. Thankfully, he has been incredibly supportive of everything I have done. I helped him through his postgraduate work by tutoring and supporting him financially. Now, we run our own businesses together.

Although we had been together for a long time, we got married later in life due to his upbringing and his belief that he should be the breadwinner of the family. So, once the business took off, we got married and decided to start a family. Despite these traditional values, he has always encouraged me to pursue my passions.

During the pandemic, a group of inspiring women empowered and transformed my life. They encouraged me to step into my full potential. At first, I was hesitant, feeling content with my current role as a mother and supporting my husband's business. However, these incredible ladies reminded me that there was more I could achieve if I pursued it with intention and determination. As I accomplished one goal after another, I was amazed at the endless possibilities life held. From writing chapters for a book, to becoming a published fitness model. I never thought I could achieve such dreams in my 40s, but times have changed, and society's stereotypes and expectations no longer have to limit women. We can be strong, and confident, and embrace all body sizes and

shapes. I am forever grateful for this group of women who helped me realise my true potential.

You can achieve anything that your heart desires, as long as you put yourself out there. I personally practice this daily by writing for my blog and for the ladies in our private Facebook group. My aim is to inspire these women to dream big and strive for their goals. Moreover, I encourage them to share their struggles and aspirations openly with each other, to help each other. Interacting with like-minded individuals will bring them up and motivate them, exactly as the group of women that I was part of did for me.

Q: I hear you say it's important to move with intention. What does that mean for you?

Every Sunday, I take the time to set my schedule for the upcoming week. I sit down and intentionally plan out each day, carefully considering what each day will look like. In order to balance all aspects of my life, I focus on ten important things within the seven key areas of my life. These priorities guide my weekly plan and help me stay on track towards achieving my goals. Even if I'm unable to accomplish everything on my list, I know that I've prioritised the most essential tasks and can focus on accomplishing those instead. By setting a clear plan for each week and focusing on my most important tasks, I'm able to live a more balanced and productive life.

So, this week I had a few important tasks on my list. We had this interview scheduled, I had to make sure the newsletter for our girls' group was sent out before the first of the month and I have a photo shoot planned for the women in my programme who have made tremendous transformations. So, I have to ensure that their outfits are ready and that a videographer is available to capture as much footage as possible for our future branding needs. I have a teaching job that requires me to create and grade final evaluations, which is also a significant aspect of my life. That's why I focus on setting intentional goals for

“IT'S SO LIBERATING TO KNOW THAT MY WORTH ISN'T DEFINED BY HOW MUCH I EXERCISE OR WHAT MY BODY LOOKS LIKE. I'VE BROKEN FREE FROM THE BOX THAT SOCIETY WANTS TO PUT US IN, AND I NO LONGER FEEL THE PRESSURE TO CONFORM”

the week, specifically identifying five to ten tasks that I can realistically accomplish without overwhelming myself. I've found that breaking down tasks into smaller pieces and consistently working towards them is the key to achieving my goals and continuously raising the bar for myself.

Every quarter I set goals as to what my aspirations are for the different pillars of my life; spiritual, physical, emotional, romantic, mental, social, and financial. It's important for me to maintain balance in all aspects of my life. This means focusing on my faith, building strong relationships not just with close friends but also with my husband and children, continuing my education, and devoting time to writing. It can be easy to get consumed by the growth and success of my business and lose sight of the other important aspects of my life. In the past, I have found myself completely engrossed in my work for months on end, neglecting everything else. That's why it's crucial that I strive for balance and not just success. Not only do I teach balance, but I also need to live it myself.

Q: Can you elaborate on striving for balance and not just success?

I work with women over 40 who have selflessly dedicated their lives to their families and communities. However, these remarkable women often forget to prioritise themselves and their well-being and end up feeling worn out and depleted. Many of them have gained a significant

amount of weight and are struggling to regain control of their lives. I am committed to helping them rediscover themselves and prioritise self-care.

My aim as a coach and teacher is to empower women to make positive lifestyle changes and develop habits that support their well-being, so they can thrive well into their 50s, 60s, and 70s. Longevity and maintaining independence as we age are concerns we all share, and my goal is to help my clients attain these aspirations. Part of my teaching involves setting achievable goals, but I also emphasise the importance of considering the impact of their actions on others.

My clients learn that taking the best care of themselves ultimately allows them to be the best version of themselves for everyone else in their lives too.

Q: What are your thoughts on the role of diet culture in discussions about health and well-being?

I was constantly bombarded with messages that thin was the only way to be. Don't eat that, don't drink that, move more - it was never-ending. Despite being active my entire life and a self-proclaimed foodie who loves to celebrate around food, I still felt like I wasn't measuring up to society's expectations. It always felt like I was being shoved into a tiny box labelled "perfect", and if I didn't fit, then I wasn't good enough. I remember weighing myself three times a day,

every time I had a meal I would check. Looking back, it was just ridiculous.

I wasted years yo-yo dieting, and trying every diet that exists out there, hoping that one of them would finally work. At my lowest, I was eating only 500 calories a day. I was determined to lose weight for my 10th wedding anniversary, and I was willing to do anything to achieve that goal. I ate that little for months. I was depriving my body of essential nutrients, and I felt terrible. I was weak, tired, and irritable.

Yes, I did lose weight, and I looked fantastic on my trip to the Mediterranean with my husband. On the cruise, I was no longer restricting myself from eating what I wanted, and I was thoroughly enjoying myself. I was indulging in delicious food, exploring new places, and spending quality time with my husband. But at the end of the ten-day trip, I realised that my clothes no longer fit me and I had to buy a new outfit for the trip home.

So, I spend all these months feeling miserable to conform to an ideal physique, and for what? For years, the message has been simple: eat fewer calories, do more cardio, and you'll be healthy and in shape. However, this notion couldn't be further from the truth. I remember when I was caught up in that cycle of constant cardio. Running a half marathon every week was becoming the norm, and I felt like I had to do it to be considered healthy.

It's a relief to say that now, my approach to fitness has changed. Working out has become more intentional, something that I incorporate into my days with ease. I exercise for an hour every day for five days a week, focusing solely on resistance training. It's all about building up muscle and strength and not about trying to burn

as many calories as possible.

It's so liberating to know that my worth isn't defined by how much I exercise or what my body looks like. I've broken free from the box that society wants to put us in, and I no longer feel the pressure to conform.

I want every woman to have the freedom to eat whatever they want. That's why I help restore my clients' metabolisms and ensure that their basal metabolic rate is high enough to support their daily activities and build muscle mass. I want my clients to enjoy their favourite foods and by focusing on building muscle mass, our clients are able to burn more calories at rest, which is a crucial factor in long-term weight management and overall health.

Q: How do you feel the conversation around health and nutrition needs to change in society?

It's important to acknowledge the negative self-talk that women tend to give themselves, as it can hold us back from achieving and fully embracing our dreams. Constant criticism of your own appearance or abilities can lead to low self-esteem and a lack of confidence. Instead of criticising ourselves, let's focus on the positive aspects of our lives and what we have accomplished. We can remind ourselves of our hard work, our capabilities, and how much we are loved and appreciated.

It is about seeing ourselves as a whole, instead of focusing on one detail. This is really how I think the overall conversation around health needs to change. In conventional medicine, patients often fit into a specific box, where their symptoms are treated with a predetermined set of protocols. At our medical clinics, we practice functional medicine, which allows us to take a holistic

approach to our clients' health. We believe that wellness is a journey, not a destination. It's not just about the skin you're in, but about ensuring that your body has everything it needs as you age. We focus on specialising in one-on-one care so that we can give our clients individualised treatment plans that suit their unique needs.

It's not about the number on the scale. It's about how we feel. Maybe you're feeling lethargic, struggling to get out of bed in the morning and lacking the energy to tackle your day. Maybe you're dealing with brain fog, struggling to concentrate and remember things. Maybe you're finding that you don't have the energy to play with your kids or engage in the activities you used to enjoy. Maybe you're frustrated that you can't fit into the clothes you want to wear. All of these things are related to our health, but they're not just about weight. They're about a holistic approach to wellness that includes vitamin intake, hydration, sleep, stress levels, and more.

Q: Where can people find out more about you?

Firstly, people can get to know me a little better through the anthology in the Mom Magic series called Moms in STEM which will come out on 23 June '23, which you can [purchase here](#).

People can find out more about my coaching practice, Innerstrong Fitness at www.innerstrongfitness.com and our three state-of-the-art medical clinics; www.advancedmedicine.ca. Together Advanced Medicine and Innerstrong Fitness bring a functional medical approach to optimal health.

I welcome people to connect with me on [Facebook](#) and send me a DM if you want to find out if my programme is a good fit for you.





How Can a Small Business Increase Productivity?



As a small business owner, you know that productivity is key to your success. If you can't get things done, you won't be able to grow your business and achieve your goals. That's why it's important to have a system to stay productive. This article will discuss some essential and easy-to-follow tips for small business owners to increase productivity.

You'll be on your way to achieving more before you know it!

By *Janifer Wheeler*

Time Management

One of the most important things you can do as a small business owner is managing your time effectively. This means setting aside time for specific tasks and sticking to them. You may also want to consider using a time-tracking tool like RescueTime to help you keep track of how you're spending your time.

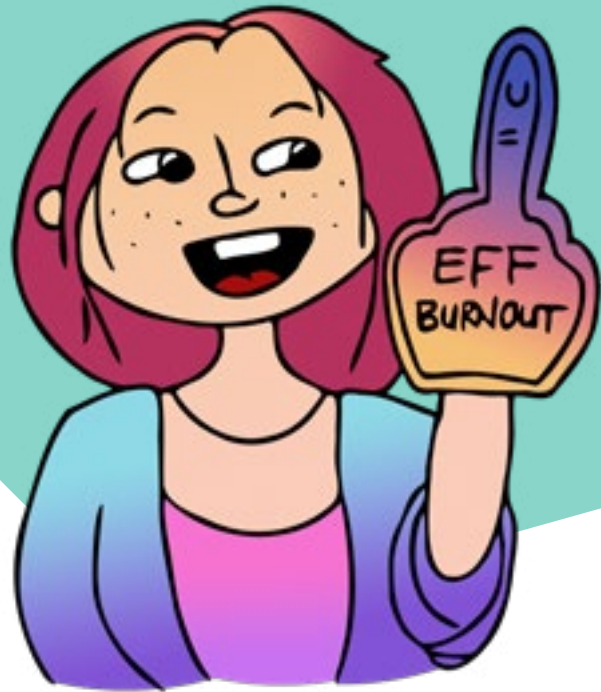
Delegate and Outsource

Another important tip for increasing productivity is to delegate and outsource tasks that can be done by someone else. This frees up your time to focus on the most important tasks. Some ways to delegate and outsource tasks include hiring an employee or virtual assistant or using a service. Some tasks you may want to delegate or outsource include:

- Social media marketing
- Content creation
- Customer service
- Bookkeeping
- Data entry

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Productivity Coaching in Your Pocket



The JOYFull BadApp is a productivity app designed specifically for people who hate traditional productivity apps. It is based on your own preferences, tendencies, energies, skills, gifts and zone of genius. It contains free content and two learning libraries (one for personal and one for business) to help you grow yourself and your business.

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Set Priorities

An essential tip for small business owners is to set priorities. This means knowing what tasks are the most important and must be done first. You can use productivity tools to help you set priorities and organise. Some factors you may want to consider when setting priorities include:

- The urgency of the task
- The importance of the task
- The time it will take to complete the task
- Your energy levels

Take Breaks

It's important to take breaks throughout the day to rejuvenate and refuel. This will help you avoid burnout and maintain a high level of productivity. Some ideas for taking breaks include:

Going for a walk

Taking a nap

Reading or listening to music

Spending time with family or friends

Create a Routine

Having a daily routine can help you stay focused and on track when you know what tasks need to be done and when it's easier to get them done. Some things you may want to include in your daily routine include:

- Wake up at the same time each day
- Exercise
- Eat healthy meals
- Set aside time for work
- Set aside time for relaxation
- Go to bed at the same time each night

Set Boundaries

It's important to set boundaries between work and life. This means knowing when to stop working and take a break. Otherwise, you

may find yourself working all the time and not enjoying your life outside work.

Get Enough Sleep

Sleep is essential for maintaining a high level of productivity. When you're well-rested, you have more energy and focus on getting things done. Some tips for getting enough sleep include:

- Going to bed and waking up at the same time each day
- Creating a bedtime routine
- Avoiding caffeine before bed
- Avoiding electronics before bed
- Sleeping in a dark, quiet room

What are Productivity Tools?

When looking into getting more productive, many clients struggle. And that's understandable. Being productive on your own can be a struggle. Most productivity coaches have their own toolbox of productivity tools they recommend. These tools range from time-tracking assistants, and organisation aides, to prioritisation calendars. Here are a few:

RescueTime

RescueTime is a time-tracking tool that helps you track how you spend your time. You can use RescueTime to:

- Set goals for yourself
- See where you're spending most of your time
- Get insights into your productivity
- Find out which activities are distracting you from work
- Block distracting websites

Prioritize

Prioritize is a tool that helps you set priorities and get organised. You can use Prioritize to:

- See all of your tasks in one place
- Set priorities for your tasks
- Get reminders for upcoming deadlines

- Track your progress over time
- Share your task list with others
- Get insights into your productivity
- Integrate with other productivity tools

Fiverr

Fiverr is a service that helps you delegate and outsource tasks. You can use Fiverr to:

- Find freelancers to do work for you
- Get help with social media, marketing, design, and more
- Save time by delegating tasks
- Get insights into your productivity
- Pay only for the work you need

Evernote

Evernote is a tool that helps you take notes, save ideas, and get organized. You can use Evernote to:

- Save notes, ideas, and snippets
- Access your notes from anywhere
- Get organised with notebooks and tags
- Share notes and collaborate with others
- Find anything fast with a search
- Save time with templates
- Get insights into your productivity
- Integrate with other productivity tools

Todoist

Todoist is a task management tool that helps you keep track of your to-do list. You can use Todoist to:

- Set priorities and due dates for your tasks
- Get reminders for upcoming deadlines
- Track your progress over time

What is the Importance of Productivity Tools?

Now that you have a good idea of some extremely important time-saving tools to put some extra minutes on your clock, let's take some time to consider some additional

benefits of productivity tools.

They Help You Save Time

The whole point of productivity tools is to help you save time. You can do more in less time by automating, delegating, and organising your work. Saving time means being able to:

- Get more work done
- Feeling less stressed
- Spend more time on things you enjoy
- Have a better work-life balance

They Help You Be More Organised

Being organised can help you be more productive. When you have a system in place for your work, it's easier to get things done. Some benefits of being more organised include:

- Knowing where everything is
- Having a plan for your work
- Being able to find things quickly
- Avoiding overlap and duplication
- Being able to see your progress
- Feeling less stressed

Organisation can also help you:

- Make better use of your time
- Meet deadlines
- Get more done in less time

They Give Gain Insight In Your Productivity

Many productivity tools include features that help you track your progress and get insights into your work. Some benefits of getting insights into your productivity include:

- Look for patterns in your work habits
- Seeing where you need to make improvements
- Identifying areas of wasted time
- Finding ways to be more efficient
- Setting goals for your productivity
- Tracking your progress over time

They Help You Integrate with other Productivity Tools

Productivity tools often integrate with other productivity tools. This can help you save time

by automating tasks and avoiding duplication. Some benefits of integrating with other productivity tools include:

- Having all of your work in one place
- Saving time by not having to switch between tools
- Having a more seamless workflow

They help you Manage your Team's Productivity

If you have a team, productivity tools can help you manage your team's work. Some benefits of managing your team's productivity include:

- Having an overview of your team's work
- Tracking progress on projects
- Identifying areas of wasted time
- Finding ways to improve efficiency

They Help You Focus

Productivity tools can also help you focus on your work. You can get more done in less time by blocking distractions and helping you stay on task. Some benefits of better focus include:

- Being able to concentrate for longer periods
- Avoiding burnout
- Getting more done in less time
- Feeling less stressed
- Having a better work-life balance

As a small business owner, there are a lot of things you need to juggle. From managing your team to meeting deadlines, letting your productivity slip is easy. But by using productivity tools, you can make your life much easier.

Productivity tools can help you be more organised, focus on your work, and be more productive. They can also help you get insights into your work and integrate with other productivity tools. And if you have a team, they can help you manage your team's productivity.

So if you're looking to increase your productivity, check out some of the best productivity tools for small businesses. You can also consider getting the help of a productivity coach who will develop effective strategies to help you make your business more productive.

You'll be glad you did.



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We've created some fun and practical FEM swag for you to enjoy. From tote bags to coffee mugs and from planners to water bottles.

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scroll to the bottom of the page to see if there is a local store and prevent extra shipping and customs charges!





MAKE YOUR SALES PAGE A LOVE LETTER TO YOUR FUTURE CLIENTS

The language you use on your sales page can have a significant impact on whether or not someone decides to make a purchase.

People are more likely to relate to and remember a story than they are a list of features and benefits. Use storytelling to connect with your audience and help them understand how your product or service can solve their problems.



By [Sandra ten Hoop](#)

Choosing the right stories, the right phrases and the right tone will help you sell your offer to the right customers. You can use your language to sell the dream, create urgency, appeal to your ideal clients and establish yourself as an expert. All of which will help the right people click the Buy-Now button.

Use specific and energetic language

Writing a good sales page is not just about the elements you include, it's also about the words you choose. In order to make your sales page appealing, you need to use language that is specific and energised. This will help create a sense of excitement around the product or service. Let's look at an example!

"With my help, you'll have a good sales page before you know it!"

It's true, but it's also a bit non-descript and

boring. What does a good sales page mean? How will I help? After reading that, do you feel excited about working with me?

So, let's try that again.

"With a point-by-point review of your sales page and practical suggestions on how to improve the content, flow, and persuasive powers of your page, we'll craft a short, sweet and sassy sales page that will make your (future) clients jump on your offer"

Now, that's an offer, right?

Using specific and energetic language will help you persuade your buyers, but it's also important to use words that are natural to you. Don't go mad using the dictionary or thesaurus to find words that you'd never otherwise utter.

Another advantage of getting the language JUST right

Your sales page is at the heart of your sales and marketing efforts. Of course, it is where your clients click that all-important Buy-Now button, but more than that, it is a place where all your authority, expertise and story come together.

When well-structured, your sales page tells a person everything about your business. You may want to elaborate on some aspects on your About-Me page for example or include more testimonials on a dedicated page, but your sales page should have all the elements included.

That means that it can also be the pantry of your marketing menu. This page can give you all the inspiration you need to create effective social media content, PR pitches or networking activities.

But if your sales page is missing some key ingredients, is passed its sell-by-date or has gone a bit sour? Then anything you base on it will also lack taste!

This is another reason why it's so important to really think about the language you use on your sales page. When you spend time on your phrasing there, you can easily repurpose elements of it. This isn't only convenient, but it also means that you are using that same language on all your channels. Convenience and consistency. Not bad for a side dish, right?

Good communication isn't just about language

Don't forget that the right message isn't just about the words you use. Even if you write the most persuasive sales text for your website, no one will buy if you don't add any formatting. Formatting helps to make the text easier to read.

Make your page scannable. Many visitors will only scan your sales page instead of reading every word, so it's important to make it easy for them to find the information they're looking for.

- Stick with short sentences.
- Use bullet points to highlight key benefits.
- Break up your content into smaller sections with subheadings.
- Keep paragraphs short and include enough white space.

How to craft a message that sounds right and feels good?

Do you feel a little icky when you are putting together content for your sales page or marketing? I've been there!

Now let me ask you, how do you feel about communicating with your clients? That's a lot more fun, right?

Have you ever considered that your audience and prospects are nothing but clients who haven't clicked the buy button yet?

Coming at it from that angle, it suddenly becomes a lot more fun to create content! Because really, your sales page should be a love letter to an ideal client!

Does that reframe give you any inspiration?

NEED SOME HELP COOKING UP THE PERFECT SALES PAGE FOR YOUR BUSINESS? CHECK OUT THE SALES PAGE REVIEW

salespagesupport.com

IS YOUR MARKETING READY FOR

SUMMER?

Are you excited to enjoy your summer lounging by the pool on your unicorn floaty?

Or are you feeling anxious about neglecting your social media presence and content creation while you take a break?

LET'S FIX THAT!

LET'S GET YOUR MARKETING READY FOR SUMMER!



IS STAYING IN YOUR COMFORT ZONE THE ULTIMATE MARKETING STRATEGY?



How many times a day do you hear people tell you to get out of your comfort Zone? Supposedly, magic only happens outside your comfort zone. Does it? Or have we just developed a serious underappreciation for our comfort zone?

by [Mags Thomson](#)

I talk about this fairly regularly with some of my business buddies, and we agree that a comfort zone is a valuable resource to have, especially for people who have lived through trauma. Even the simple assumption that everybody HAS a comfort zone is uninformed and can make people doubt their sanity.

don't know about you, but I have been ridiculed more than once for not staring down my fears. For me, it all kinda falls in the same category as:

- if you're not making money, you don't have a business but an expensive hobby;
- any phrase that includes the word 'hustle';
- you HAVE to [insert self-proclaimed guru's main product or service] if you want to succeed!
- anyone who pushes the idea that 7-figures are the only valid measure of success.

It's all so one-dimensional and takes the humanity out of everything we do and try to achieve. But let's stick with the comfort zone for a moment and the pied pipers who are trying to tempt us out of them.

The assumption that the pied pipers make, is that comfort is a bad thing. Comfort means that we don't challenge ourselves, that we don't learn new things or take risks. What that

translates to, in my brain at least, is that there is a need to overcome our weaknesses. Get over your fear of video already! Stop being so introverted, the algorithm doesn't like that!

What if everything the pied pipers have been saying... is wrong?

What If Comfort Is a Superpower?

What happens when we stop trying to overcome our weaknesses and challenge our fears and instead lean into our strengths and talents?

Could we possibly find more sustainable and gentle ways to run our lives and our businesses that actually feel fun and easy? What if we stretch our comfort zone while relying on our strength and expand it that way, without activating our nervous system and (re-)traumatising ourselves in the process?

Honestly, I think being in comfort can be the most empowering thing to be.

Besides, when our default setting is comfort and a parasympathetic nervous system means that when we need to, we have energy and confidence when we need to do something stressful that triggers our sympathetic nervous system (the fight or flight response). With a body and mind that isn't already run ragged by constantly pushing yourself, you are much better equipped to face challenges that are not self-induced and to do jobs that you feel less than confident in doing.

Can You Commit to Comfortable Marketing?

The two absolute buzzwords you cannot get around in any marketing advice these days are the need to be Authentic and Consistent.

People usually translate that to having to post

on social media five times a week, and including photos of their pets and hobbies. Sure the algorithm likes it when you do that. But I think that showing up consistently and authentically means showing up in your marketing in the same way that you will show up for your client.

Showing up consistently and authentically becomes much easier when we feel comfortable about it. When you hate appearing on video, you will likely find all sorts of excuses NOT to post to social media.

"But Mags," you may ask, "what about the algorithm?" Well, forget about them! They are not designed to make money for you. They are designed to make money for the Elon Musks and Mark Zuckerbergs of this world.

Consider how you like to consume information. Do you like to read? Do you like to listen? Do you like to watch? Do you like to do? Chances are that how you like to LEARN is similar to the way you like to TEACH and SHARE. And if YOU like to take in information that way, there are other people who are the same! Those are your people!

Committing to your comfort zone in your marketing means you can show up consistently and authentically and attract clients who resonate with your preferred communication style.

So, my dear reader, please park your bum firmly in your comfort zone and start creating some magic of your own!





A JOURNEY TO JOY



I met Laura Escudé in 2019 through a mutual marketing consultant, Shannon Hernandez, and we all spent a week together in New Jersey on a CEO workcation. It was one of the best weeks ever! **Laura** is the CEO and Founder of **Electronic Creatives**. This playback engineering agency provides various services to touring artists and organisations, such as Pentatonix, Arianna Grande, Logic, Marie Forleo, Harry Styles, The Grammys, and American Idol. EC also teaches and trains aspiring playback engineers through its Master Track™ programme.

By [Janifer Wheeler](#)

When not running EC, Laura remains a creative genius, speaking, teaching, touring, and inspiring people worldwide. She's pretty BADASS but not so JOYFull when we first met on the plane to Jersey. During that week, we experienced the [JoyMoneyMatrix™](#) for the first time. Both of us realised what brought joy and revenue and what was sucking the life right out of us. We created strategies for delegating, dumping, and redesigning less-than-joyful tasks and prioritised those that brought us joy and cash flow. We felt lighter, more precise, and determined to find all the joy we deserved.

When it was over, we both had a plan. I was going to [hire a VA](#) for social media, content and admin, and Laura was going to hire me!

Here's what happened!

Janifer Wheeler: What problem did you need to solve?

Laura Escudé: As a creative entrepreneur, I have plenty of grand ideas. However, I mostly just created my business step by step with no real formula or guidance regarding the operations side of things.

When I met Janifer, I was in a very challenging space with my business. My General Manager had just gotten into an accident, and I found all the responsibility crashing down on my shoulders. I was in agony because I did not have processes and procedures to account for situations like this. There was no one else in the company that knew what to do. I realised that we had been operating on a tightrope with no safety net.

JW: How did I help you solve this problem?

LE: Janifer's approach to helping clean up my business was very systematic. We went from department to department, hired, fired, and created systems. All the while, she held my hand and was my biggest supporter and cheerleader. I wouldn't have made it to the other side without her. She helped me define and clarify all of the building blocks needed to have a small business.

Now, we have a documented operations process guide with detailed instructions on managing every aspect of our business: scheduling, gear builds, finance/collections, human resources, marketing, and education. Job roles are clear, and my staff is thrilled with our changes. Our workplace culture was good before, but now it's even better. I am living in greater joy and excitement about working with my team to continue growing this business!

JW: Why did you choose me?

LE: Upon speaking with Janifer about where I was in my business, she immediately assessed the situation and offered to help. I am intuitive, went with my gut, and hired her immediately. I didn't regret it. She has been my guiding light in a very practical, tactical way and spiritual guidance.

JW: Anything else you'd like to add?

LE: If you are considering hiring Janifer, please don't hesitate. Her breadth of knowledge and support is unparalleled, and she is a true gem in a sea of coaches and consultants who promise to deliver but fall short. can put enormous stress on the relationship. Or if somebody doesn't have a job that they love, then the relationship environment is often where that dissatisfaction shows up.



HELLO, I AM JANIFER WHEELER

My mission is to empower a million women to break up with society's bullshit and let go of toxic productivity forever.

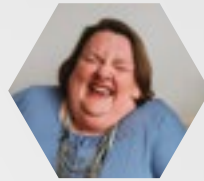
My vision is Bold, Confident, Empowered Women in every Corner of the World who are Living Fully in their own JOY and BadAssery!

If you want to learn more about Systems and Solutions for [#JOYFullProductivity](#), make sure you are on our [newsletter list!](#)

IS COLLABORATION AN EFFECTIVE BUSINESS DEVELOPMENT STRATEGY?

The daily business world that we operate in can be quite competitive. We tend to overlook collaborating with someone because of our innate instinct to compete with one another. Andrew Lopez has found a unique avenue to connect people that brings collaboration to the forefront of business development. His sole mission is to create a more collaboration-focused environment in his local business community.

By [Mags Thomson](#)



Andrew is a Fractional Business Development Expert, which means he goes out to network on behalf of his clients, and vets new connections before making introductions. Unlike many people in his field, his focus is on creating collaborative connections between entrepreneurs. It's an angle he finds few people consider when networking, and he thinks that's a huge wasted opportunity.

Why do you think so many people are reluctant to collaborate with other businesses?

I think competition is ever present in our lives from a very young age. Kids on the playground, playing basketball or other games. Then you get to high school and soon you'll be applying for colleges and that's all about putting yourself in the best light possible, so you do extra community service and such. Then after college,

you're competing with other graduates for jobs. And then if decided to become an entrepreneur the marketing gurus are always telling you to look for your competitive edge. So in all of this, we start with competition, which is why people feel apprehensive to collaborate.

It has taken me the best part of three decades to really flip the script. I really started to grasp this concept when I was working in the IT space a few years ago. To really get good business done in that sector, you have to collaborate. I would have contact with vendors in telecommunications, for example, who would come into a law firm and fix their internet connection. That was something my employer didn't do. But then I might get a call from my contact to say the law firm still had hacking problems with their email or their servers. They'd make the introduction with the business owner because they knew we could fix that issue, but also because they knew I would



“COLLABORATION BRINGS VALUE TO YOUR PARTNERS, BUT ALSO TO YOUR CLIENTS.”



call them in on clients where we needed their specific services for our clients. I would go to these networking events, and talk to people to build these strategic partnerships.

This same principle can be applied to people in other industries. So take my friend's HR company that can do 30 things. He used to look at other companies, let's say an HR Payroll company, and think that they're a competitor. But, looking closer at the payroll company, that's all they do, so they are very good at it. Now my friend doesn't have to add the payroll to his offering, because the customer is better served by the payroll company doing just the payroll. Now my friend can focus on hiring and firing, staffing and employee management, you name it. It means everybody does what they are best at, and the clients get the best possible service and results.

This is also how I got clients when I first ventured out on my own. At the time I was doing video content for people and my first couple of clients were introduced to me by contacts in marketing who felt that their clients needed good video content. That wasn't something they did, so my services were a good accompaniment to theirs.

Would you see that as referral partners or is it something different?

To me, a referral partner is the first step in that relationship, and a collaborator is the next step. They're both very important in they're both very valuable.

I've been in plenty of networking groups, where people will make referrals. They understand what you do, so when they hear someone say they need someone in your lane, they will pass on your name. For example, I know what you do, Mags. So, when somebody says, I need a good About Me page or I want a small magazine, I'm just going to refer. Being a collaborator takes that a step further. It's the idea that a person needs both of our services combined. So we're going to make

money together on this project.

Referrals are great, but it's a fairly passive process to wait for people to mention you in their network. What I'm trying to do with Lucem Partners is to make something more than a leads group or a referral partner. It's like building a team around you who will pull you in on projects, without you having to pitch separately or at least come in with a very warm and specific introduction and some preemptive groundwork.

This is essentially what I do for clients. I build them their own team of partners that they can build those relationships with. I find the common ground, vet the potential and make these introductions based on my three C's.

Can you tell me more about these C's?

The three C's are Connection, Conversation and Collaboration. These are the questions I ask every business owner I meet because the answers give me a very quick and profound understanding of what they are all about and how I can connect them with my clients or other people in my network. Let's take myself as an example.

Ideally, I'm looking to **connect** with Fractional Executives and Professional Services individuals. I feel these are the people that are true subject matter experts and excellent at their craft. Yet, I believe they can benefit from true collaboration with one another, as opposed to viewing themselves in constant competition with each other. Collaboration is the answer.

One of the first questions I enjoy asking is, "What business development methods are you implementing?" I'm very curious as to what people are doing to promote themselves. Are they attending networking events? Are they posting content on LinkedIn? Are they connecting and reaching out to their ideal collaborators? The **conversation** I really want to have with them is about the value that they place on collaboration. Is it something that they really value? Where do they actually

stand with collaboration?

The best **collaborators**, for me, are people in marketing. They are creating the content, and doing all the marketing efforts, but they are not actually going out to shake hands and have conversations with potential collaborators and actually vet out these connections.

Asking those questions usually gives me enough information to know what follow-up questions I can ask and really understand who in my network they might be good connections for.

Do you have more examples, to help people see the potential of collaboration?

We already looked at some examples of complementary services that we can either package and offer together, or we can hand our clients off to a partner when we have done our bit. This doesn't just mean you can work together, it also means you can actively network on each other's behalf. When you have a similar target audience, and you notice that a person you're talking to isn't quite right for you or at the wrong stage of a process for you to help them, you can continue the conversation to vet them out for your partner. Ask the three C's for example, and make sure that this is a promising connection and do some of the groundwork so the sales process becomes super easy for your partner.

It's important not to think about it in terms of a quid pro quo though. This isn't a transaction where you may give two contacts, so now it's their turn to send some business your way. It's about expanding together and building a close working relationship with your partners. Collaboration brings value to your partners, but also to your clients.

Where can people find out more about you?

I am on [LinkedIn](#) a lot, so connect with me there and we can have that all-important conversation!

REFOCUSING MARKETING TOWARDS HUMAN CONNECTION

I started my entrepreneurial journey in 2013 when I co-founded SwanWaters, a platform for people recovering from emotional abuse. This is where my personal story and business first intertwined and I became fully aware of the power of personal stories. I learned some of those lessons the hard way, leaving me feeling exposed and anxious. So, I decided to help others tap into the power of their story, without the massive vulnerability hangover.

By [Mags Thomson](#)

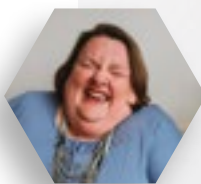
I now work with passionate entrepreneurs to leverage their stories and expertise to build authority and create collaborative connections with like-minded entrepreneurs.

My collaborative partner Andrew Lopez and I sat down recently to talk about House of Hives and how I support trailblazers to show off their magic and realise their vision.

Q: What is the mission you are on with House of Hives?

I think it's important for this world, that women gain more financial independence. It gives us greater independence and increases our influence in the world. When women get more cash flow, and more financial freedom, they can make different choices for themselves, for other women and for their community.

One of the ways that we can do this is by having our own businesses. I always wanted House of Hives to be a place where I could support women to build



“WHAT WE’VE TAKEN OUT OF THE EQUATION IS THE FACT THAT WHAT ACTUALLY SELLS IS OUR CONNECTION TO PEOPLE”

their businesses and amplify their influence in the world.

I work with people who have a vision for the world, who want to change the world. They are all out there influencing the world in their own ways. Whether they are working on diversity, female empowerment or environmental sustainability, they all contribute to building a better future for the world. These are people who, like me, want to break the mould and do things differently.

Q: How does storytelling tie into this?

Storytelling has always been important in my life. It is a way that we can show up in meaningful ways, and add voices to a global narrative that has been pretty one-sided.

When you look at how humans have evolved to learn and relate to each other and open themselves to new ideas, then it’s through storytelling. When we were walking around in furs, we were sitting around fires telling each other stories. Our brains are made to process stories.

Even in your everyday life, your brain is constantly telling you stories. You’re constantly filling in details, with stories. Why did that person give you a weird look? Why is your partner being grumpy?

Using that natural propensity for storytelling in a way that supports your goals has value in and of itself. When we add the perspective of sharing our human experience in all its different points of view? This gives us a powerful tool to create change in a world that is desperate for innovative solutions.

Q: How does this tie back into marketing?

In the world of marketing too, there is a pretty one-dimensional way to talk about what success is, and how we are supposed to achieve it. Especially when we go by the general rhetoric on social media. Be consistent, be authentic, do video, make reels, grow, scale, make 7 figures, play to the algorithm...

We’ve been doing marketing in essentially the same way for a long time. Push the pain points, tell people how awful their lives will be if they don’t spend x amount of money for your solution. Then repeat that message to x number of people, so you can convert Y percentage to clients and blah, blah. Especially on social media, we’ve become so obsessed with the stats. How many people have seen this? How many have liked this?

What we’ve taken out of the equation is the fact that what actually sells is our connection to people. People feeling aligned with who we are, the transformations we want to create, and whether we’re someone they will resonate with.

We need to get out of this idea that we always have to be closing. You can’t constantly sell to everybody, but you can build relationships and connections. Then people will start talking about you to their network or their friends, and that’s what builds momentum for our business.

If you just need your social media numbers to go up? Pay Facebook to show your content to more people. That’s how that works, right? The algorithm’s not meant for you to reach people, the algorithm is meant for you to NOT reach people so that you will pay Facebook to reach the people for you. That’s their business model. The internet is full of people who are trying to hack the algorithm, but it keeps changing because the platforms actively want to prevent people from working that out.

If you want to breed connections with people and have conversations with people, then shift your focus to connecting with like-minded people and begin collaborating. You can reach more people and create greater impact together.

Q: How would you encourage people to take the focus away from the algorithm?

Something I say to people a lot is that how we communicate with our clients shouldn’t be significantly different from how we communicate with our audience.

As an example, let’s take the discussion about whether or not you HAVE to be on video. Video is currently what the algorithm prefers. But if you hate being on video, you’re not going to shine on video. Or if you don’t particularly like watching videos, you likely won’t utilise video in how you deliver your service to your clients. Everybody has their own preferred methods of taking in information. But we also have ways that we like sharing information. Sharing your message in the way that feels best for you, it’s going to make you shine the most and will attract the people who

like how you communicate, people who will enjoy working with you.

If you are constantly on video and you attract a bunch of people who like watching videos, then when you deliver your service or your coaching programme, there is zero video. That’s weird, right? That’s a little bit of catfishing. It’s inauthentic.

So, stop thinking about what the algorithm wants, because mostly the algorithm wants you to pay for advertisement. Instead, think about what you want. How do you like communicating? Do that and find the people who appreciate it. Find other people who like your message and are happy to share it with their audience too, so you can reach more people that way. It takes it out of the current format that the algorithm wants it to be and instead invites people to genuine human connection.



DEFINE YOUR UNIQUE SELLING POINT TO STAND OUT FROM THE CROWD

Does this sound familiar? You hear business coaches and marketing gurus talking about USPs but you have no idea what that really means. Or maybe you know that it stands for Unique Selling Point, but you struggle to figure out how that applies to you?

By [Sandra ten Hoop](#).

Defining your USP is an important step in writing your sales page, so let's take it right to the beginning and define what a Unique Selling Point really is.

Let's define what a Unique Selling Point is

A USP is a statement that defines what makes a product or service unique and sets it apart from the competition. It's the main benefit or advantage that a product or service offers that cannot be found in any other product or service in the market. A USP is a critical component of a business's marketing strategy, as it helps to communicate the value point of a product or service to potential customers.



Let's add some flavour to those definitions and make it a little more tangible. Do you know what really MAKES the Maccie D fries, KFC chicken or Coca-Cola? It is the secret recipes; the special sauce, the spice mix or the proprietary blend.

The same is true for your business. What makes you irresistible to your clients, is your secret ingredient, the ultimate taste-maker, the special sauce you add to every single thing you do... YOU!

Looking at it as a step in your sales page recipe, your USP is the basis. It is the curry paste that starts the flavour profile, or the onions that you slowly caramelize to create that rich base for your dish.

Why are USPs so important for your marketing message?

Your marketing and especially your sales page is often the first point of contact with potential customers. Making sure your USP is included in the copy, means that potential customers can quickly and easily see the value of the product or service and whether it is for them.

Your USP will tell anyone:

- who your product or service is for;
- how it is different from similar products or services;
- and what makes YOU the right person for them to buy from.

Let's say that your product is a lasagne recipe. Now, there are thousands upon thousands of lasagne recipes. So what makes yours different? Perhaps your recipe is aimed at students leaving home for the first time, so you've simplified things or used cheaper options for some ingredients. Or have you been a Michelin-starred chef and you want to bring that flair to your clients' lasagne-making?

Your USP is not just communicated in the language you use, but also in the colours and the images in your branding. So you see that you need to think about your USP before you pretty much do anything else.

How to define YOUR Unique Selling Point

Well, in order to understand what sets you apart in your field, you need to consider your offer from a few different angles. Here are some questions to help you brainstorm your USP:

- How does your product or service differ from similar offers?
- Who is your ideal client and how does that affect your offer?
- Have a look at your CV, and think about the feedback you often get from friends or in jobs over the years. What experiences and personality traits show up in your business and offer?



WOULD YOU LIKE TO KNOW IF YOUR USP STANDS OUT ON YOUR SALES PAGE? CHECK OUT THE SALES PAGE REVIEW

salespagesupport.com

MICROLEARNING; THE KEY TO EFFECTIVE COURSE DELIVERY



As subject matter experts, coaches, consultants, or authors, you understand the value of learning and development. In today's fast-paced world, traditional learning methods may not suffice, which is where microlearning comes in. Microlearning is an approach that delivers information in small, digestible chunks to help learners form connections and increase retention. In this article, we will discuss the benefits of hiring a microlearning curriculum writer for your company or personal learning needs.

By [Janifer Wheeler](#)

Our brains are wired to process new information in small doses. So, by breaking down large concepts into bite-sized modules, learners can engage with content meaningfully and retain it with ease.

How does this work on a cognitive level? Studies have shown that the human brain has a limited capacity to retain information. By keeping our learning sessions brief and frequent, we are more likely to remember the material. It is the reason why social media platforms like Instagram and Twitter capture our attention as we scroll through micro-content.

Microlearning vs. Traditional Learning

Unlike traditional learning, microlearning offers personalised, targeted, and readily available content. Microlearning enables learners to track progress, measure success and adapt their learning plan to their individual needs. For instance, a microlearning curriculum writer may develop content that matches individual learning styles or offers additional reinforcement to help learners grasp the concepts. By providing learners with a tailored learning experience,





microlearning can increase engagement and, thereby, retention.

A professional microlearning curriculum writer can assist in the development of materials that support your learners. These materials include supplemental handouts, interactive activities, and quizzes to reinforce their learning. The goal is to create a comprehensive and cohesive learning experience that is both effective and engaging. The materials are easily accessible, shareable, and can efficiently be updated to ensure an always up-to-date learning curriculum that's adapted to new trends and insights.

There are countless examples of successful microlearning programmes. For instance, one organisation implemented a mobile-first microlearning platform that allowed its learners to access content anytime and anywhere. This enabled the company to increase engagement

in their training by 50%, resulting in increased retention and improved performance.

Another example saw an online classroom training programme replaced with short, targeted microlearning bursts. This resulted in improved engagement, with completion rates doubling and participation increasing by 30%.

Microlearning can also be used to improve compliance training. With shorter and more engaging modules, employees are more likely to understand the information and apply it in their day-to-day activities.

How Can Subject Matter Experts Use Microlearning for Passive Income?

Microlearning provides subject matter experts with an opportunity to create and sell content for passive income. With the right platform, experts can easily package their expertise

into short courses that can be sold online. Microlearning courses are easy to create; they often take only a few days or weeks to develop and require minimal resources.

Subject matter experts can use microlearning to create and sell courses such as tutorials, how-tos, tips and tricks, or mini-courses. These courses don't have to be long or complicated; a few minutes of content is often enough for a complete course. Additionally, these kinds of courses are highly sought after by businesses and individuals for training and development purposes.

Experts can also use microlearning to create content that can be sold on platforms such as Udemy or Skillshare. These platforms make it easier than ever to list and market your content, allowing experts to earn passive income from their expertise. Furthermore, creating content on these platforms gives you the opportunity to reach a wider audience and potentially have your content recommended by the platform if it is popular enough.

Finally, microlearning can be used to create blog posts or articles that experts can use to share their knowledge with other professionals in their field. Writing quick blogs on industry topics is an effective way of increasing visibility and creating connections within the industry. Additionally, it can be used to promote new services or products that you have available.

Why Should You Hire a Microlearning Curriculum Writer?

If you are not familiar with microlearning, or if you do not have the time and resources to create content yourself, hiring a microlearning curriculum writer is a great option. These writers are knowledgeable about microlearning techniques and can help you develop an effective teaching plan that will engage

students and help them learn at their own pace. Furthermore, they can help you create digital content that is easy to understand and applicable to your unique learning objectives.

A microlearning curriculum writer will be able to identify key topics, draw up a plan for how each topic should be covered, and create engaging visuals or interactive elements to make the content more accessible. They may also provide feedback on the existing content and provide additional resources for students to explore further. Additionally, a microlearning curriculum writer may also be able to help you assess the results of your programme and make adjustments as needed.

With the help of a talented microlearning curriculum writer, you can create a program that is tailored to fit your unique needs and objectives.

Microlearning consultants can also save you time and money. They are experts in the area of microlearning and can help you identify ways to streamline the entire process by avoiding costly mistakes or redundant work.

The opportunities provided by microlearning and the customised approach of a microlearning curriculum writer can have a significant impact on your learning outcomes, either personally or for your company. By breaking down content into digestible modules, it is possible to retain more knowledge at ease.

If you are looking to invest in microlearning, or want to explore the possibility of creating a microlearning curriculum, then consider partnering with an experienced microlearning curriculum writer. Working together, you can create accessible, customised, and engaging content that will elevate your learning experience.

FOR MORE INFORMATION, SCHEDULE A DISCOVERY SESSION
janiferwheeler.as.me

IS AI THE ANSWER TO YOUR MARKETING WOES?



I have been asked so many times recently how I think Chat GPT will impact the field of copywriting and content creation. I thought it was finally time to put some of my thoughts down and share with you the opportunities and constraints that I see for AI in the marketing of your business.

by [Mags Thomson](#)

I want to do a slight reframe and instead of wondering how content creation will be impacted, ask why people are so desperate to outsource their marketing and copywriting to AI. Since at the heart of marketing are relationship building and human connection, it seems counter-intuitive to put computers at the helm of this all-important part of our business. So, let's explore.

Why are we hiding behind computers?

Human connection and relationship building are, as I said, at the heart of marketing. People feel increasingly overwhelmed with digital spaces and long for true human connection. And I am not alone in saying that. In her book [Marketing Like We're Human](#), Sarah Santacroce says:

"PEOPLE DON'T WANT MORE AUTOMATION. THEY WANT MORE PERSONALIZATION. THEY WANT A HUMAN CONNECTION TO THE COMPANY."

Yet, when you read the blogs of marketing gurus, it will not take long before they mention algorithms, bots and AI. This feels like a massive dissonance. So, what is going on?

I think one of the reasons so many of us feel so fed up with marketing is that we are no longer aligned

with the energy that traditional marketing brings to the table. We don't feel comfortable manipulating people into buying our services, and a lot of what the gurus are preaching feels manipulative or even a little aggressive. That feels icky and sleazy because it is at odds with who we are as people. This isn't the vibe you want to run your business with! You are a trailblazer, a changemaker and you want to add a positive voice to the world.

And so, in order not to have to feel that discomfort, we try to disengage from our marketing, not realising that this make actually be exacerbating the problem.

Computers are marvellous tools

Now, don't get me wrong. I use lots of software and AI in my work. These are tools though, not creative entities. As much as people say that AI can write creative texts or make art, I don't really see that.

AI is like a fancy mixer. It makes it much easier to make bread or even soufflés. But if you add eggs, butter, sugar and flour you will get cake batter, and no matter how fancy the mixer it will not magically become chocolate cake batter without you adding cocoa powder. In other words, the output of AI depends on your input. What do you put in, how much do you put in and in which order?

I heard someone describe working with Chat GPT as working with a copywriting intern, and I like that. You wouldn't just dump work on your intern without giving them any instruction about your business, your needs and the expectations you have of their work. Plus, you would likely check your intern's drafts and give them an edit before posting them to your entire network.

AI is a great tool and even has some learning ability BUT you need to teach your AI what you need. You still need to be in the driver's seat, and that means that simply outsourcing your marketing to AI isn't going to work.

Something similar can be said for outsourcing to a human, but there are some distinct differences. The main ones are that the human you outsource to has knowledge and expertise that they add to the work and the human can

ask you specific questions (based on their expertise) that can help guide you. You make choices about who you hire based on how much guidance and expertise you feel you need to complement your own marketing skills. Yet somehow, people don't seem to consider those needs when talking about outsourcing to AI.

Rather than attempting to extract ourselves from our marketing efforts, what if we change what marketing is and how it works? Remember that AI will only work with the input we provide. So if we add uncomfortable marketing prompts, it is unlikely going to give us content that will make us feel empowered.

Realigning Your Marketing

So long as the feeling you have about marketing and selling in your business is that you are trying to trick and manipulate people into buying from you, you are never going to be comfortable with marketing your business regardless of how you organise or outsource it. So, how can we change our approach to marketing so that it feels fun and joyous?

A friend of mine, who is a lovely coach, once said to me: "I have renamed my marketing folders on my computer to 'communication' because if I think of marketing as being communication then it doesn't feel so bad." And I thought that was a clever little hack of hers to start reprogramming that icky feeling because marketing really is communication. It is simply talking to your clients before they are your clients. This is also why I always recommend people have a communication style in their marketing that is similar to their communication style with clients.

Marketing isn't about tricking people into buying your programmes or services. It's about finding the people that resonate with your personality, need what you have to offer and then inviting them to purchase so you can bring your value to their life, and make things easier or better or more fun.

I think this is such an important reframe. When we stop thinking about marketing as being deceptive or cunning, we can tap into marketing as being helpful.

How would you feel about your marketing if



you consider that you are inspiring people to buy from you?

What if you show up as the magical wonderful person that you are and have conversations with people, make connections with people and forget about what the algorithm wants?

How do you like to connect with people?

What is the conversation you want to have with people?

How do you want to inspire and impact the world?

The actual answer to your marketing woes

Where AI can create further disconnect from your business and your audience, there is actually a very powerful tool that can help you create much more impactful marketing strategies, and FEM is built on this principle: collaboration.

Finding people to connect and collaborate with, and stepping out together to promote each other's services and programmes can rapidly increase your audience and most importantly the amount of fun you have! Depend on other humans to lift you, rather than trying to work

out fickle algorithms. And, just in case you're thinking that I am alone in this conviction, let me share another quote from Marketing Like We're Human:

"THE REAL FUEL FOR YOUR BUSINESS LIES IN THE POWER OF PARTNERSHIP AND COLLABORATION. PARTNERSHIP ALSO NIXES THE FEELING OF GOING IT ALONE AS A SOLOPRENEUR."

SARAH SANTACROCE

If you need some inspiration about how you can build collaborative partnerships in your business, check out [my interview with Andrew Lopez](#) (page 20) a fractional business development expert. He is a great advocate of the power of collaboration and shared a fair few ideas about how you can create collaborations.

And, if you want to be part of the **collaborative power of FEM**? Well, check out how you can be interviewed for one of the upcoming editions [here](#).

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Editor in chief: Mags Thomson

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