

# ProActive Edge

Success Magazine For Holistic Practitioners

**How to Influence the 4  
Factors of Personal  
Business Success**

**How Common Money  
Mistakes Can Reveal  
Early Dementia**

**Hypnosis &  
The ProActive  
Healthcare  
Practitioner**

**How to Make Your  
Marketing Stand  
Out in Today's  
Digital World**

**Are You  
Charging  
Enough for Your  
Services?**

**Fall 2019**



*'I am a Sprucer'*

Penny Brough  
Independent Member  
# 11716919  
905 431 8276  
pbrough@rogers.com



**Young Living  
Essential Oils**

[www.bluespruce.club/pbrough](http://www.bluespruce.club/pbrough)

## Table of Contents

Welcome Readers 4

Tips for Starting a Holistic Business 5

How to Influence the 4 Factors of Personal Business Success 6 - 7

How Common Money Mistakes Can Reveal Early Dementia 8

How to Make Your Marketing Stand Out in Today's Digital World 9- 10

Hypnosis and the Proactive Health Care Practitioner 12

The Business of Mind Body Spirit 13

5 Ways to Fill up Your Yoga Class 14 -15

You Should Start a Blog 16

Take the Stage 17

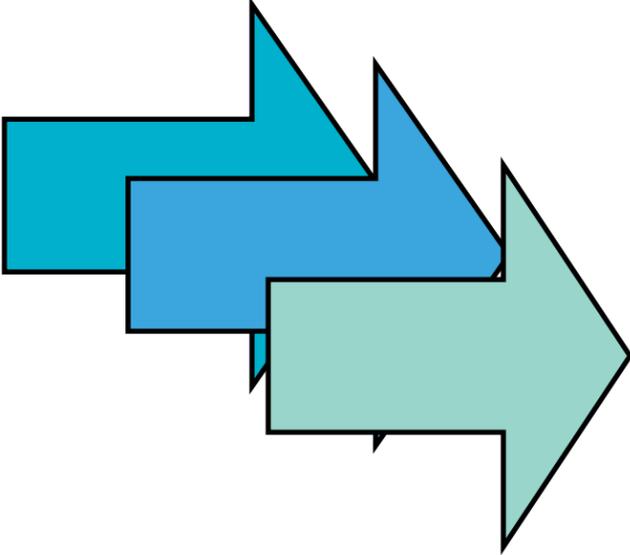


© 2019 Ron Brough ProActive Edge Magazine

No part of this Magazine may be reproduced in whole or in part without written permission of the publisher.

The information in this Magazine is for information purposes only. Proactive Edge assumes no liability or responsibility for any inaccurate, delayed or incomplete information, nor for any actions taken in reliance thereon. The information contained about each topic, individual, event or organization has been provided by such individual, event organizers or organization without verification by us.

The opinion expressed in each article is the opinion of its author and does not necessarily reflect the opinion of Pro Active Edge. Therefore, Pro Active Edge is not liable or responsible for the opinion expressed in such articles.



# Welcome Readers!



**Welcome to the first edition of ProActive Edge Success Magazine for Holistic Practitioners.**

**My name is Ron Brough, Visionary & Editor-in-Chief of ProActive Edge. I have 30 plus years experience in both the Corporate and Entrepreneurial Worlds and I am a Master Life Coach trained in NLP, Timeline Therapy and a Board-Certified Hypnotherapist.**

**What I have found while working with clients is that although many practitioners / business owners have the skills to provide the services they are trained in,**

**many struggle to build a sustainable, profit generating business. One that meets their work / life balance, provides for themselves and their families and supports their social impact on the world.**

**I created this magazine to share the wisdom and knowledge it takes to build the business of your dreams while following your heart and conscience.**

**We will show you how to eliminate blocks holding you back from True Success and Abundance.**

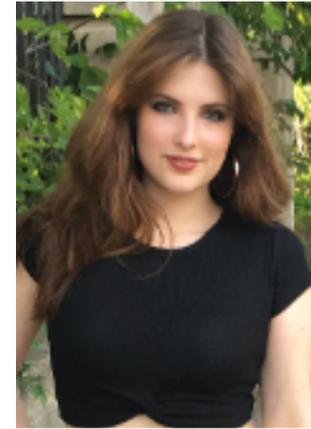
**We will guide you as you grow yourself and your practice.**

**Whether you are just starting out or are a veteran in the industry, there is something for everyone. It is a space for practitioners to learn about leading edge practices and trends in the Industry.**

**Ron Brough, MNLP, MTLT, TCHt**

**Editor-in-Chief**

**ron@proactiveedge.ca**



## Tips for Starting a Holistic Business

**Krista Hannesen - Editor-in-Chief of A Beautiful Life Magazine, Author, Life Coach, Executive Producer of LifeCon (TM) & The Everything Romance Show (TM). <https://www.abeautifullifemagazine.com/>**

Thinking of starting your own holistic business? Choosing a job in the holistic sector is a fulfilling career, whether you go all in, or add a side hustle to your existing job. A holistic practitioner helps balance their client's mental, spiritual, and physical health and wellness. If this sounds like something you are interested in, read on for my best tips on starting your own holistic business.

**Decide whether you want services, products, or both.** Would you prefer to sit down and coach someone over a period of time, or write a self-help book so they can help themselves? Thinking about this will narrow down what kind of business you'd like to have and will also determine what your start-up costs may be.

**Pick your modality.** The holistic business category is very broad. It spans from yoga and essential oils to chiropractors and massage therapists. Think about modalities that you have already incorporated into your own life, like your weekly yoga class, and whether that would be something you'd like to teach. You can also think about things you enjoy, such as painting – this can lead you to a career in colour therapy.

**Get training.** Take a life coach course and become certified, shadow a Feng Shui teacher and understand their techniques. Not only is this a great way to learn your craft, but some holistic professions require training, apprenticeship or certification to open your own business.

**Join groups and associations.** Being a member of a professional association ups the credibility of your practice. They provide access to networking events, training seminars, and holistic directories where potential clients can find you. They are a direct source of trends and updates in your industry. Associations can also help you find collaborative partners...

**Collaborate.** Whether you partner with someone in the same modality and open a practice together or find someone who does a different but complimentary business to yours and swap links on your sites; make a point to connect with others in the wellness industry. Find like minded people through LinkedIn, or a simple Google search. Send them a message or call them up to discuss how you can work together and share your audiences.

**Get online... and off.** Try to create a presence for your business both in the real world and the internet world. Having a website and social media pages can help potential clients get to know you and your services/products. And while you may be tempted to stay strictly online because we've become accustomed to being online, if you expand to an offline business as well, you expand your pool of potential customers. This gives them more options to access your business (which promotes more sales). Start by renting a room in a spa for your reiki practice or create a pop-up shop at your local mall to sell your essential oils.

**Promote!** People cannot be your client unless they know about you and your business. Take booths in holistic events in your area, go to networking events, and take an ad in a publication that sells to your demographic. Make a flyer with a special offer and hand it out wherever you go. The more people that know what you do, the more likely you are to get clients!



# How to Influence the 4 Factors of Personal Business Success

**Jorge Gamboa LMI Canada | Executive Coaching | Management and Leadership Development Facilitation**

<https://www.lmicanada.ca/lmicanada/member/jorgegamboa>

A few days ago, I was getting my coffee at my usual coffee shop, when the barista asked me how I got to do what I do now. A simple question, yet a not so simple answer. This simple question took me through an interesting introspective in the following days, next is a brief summary of that introspective and it may as well provide you with an insight or a piece of the puzzle to help you move forward to the next level.

Traditionally most of us go to School, College or University and develop a high-income skill that puts us in a position to earn money. Time goes by and we are exposed to changes from all directions and we are forced to make decisions that determine what we do, and whether we change direction and approach to making a living.

Fast forward to Today and you can see that your education, skills, environment, circumstances, people you've met, etc. all have played a key role in who you are and what you do today. We all have made decisions along the way, some good and some not so good, and probably it's safe to assume that we all share a common point of reference in the desire to be successful.

As I dig deeper into what is required to be successful in business, I identified the following 4 factors:

- **An Environment that supports your growth and advancement**
- **A clear path with direction to follow**
- **The right set of skills**
- **Intensity**

Out of these 4 items, depending on what you do (i.e. business owner, manager, solopreneur, entrepreneur, executive, employee) you will have different degrees of control in the environment, a bit more control on setting the path and direction, even more control on

building the right set of skills and definitely 100% control on the intensity you bring to your work every day, every week.

**Insight #1: There are things I can control and some others that I can not.**

The other recurring event that has happened multiple times is a transformation of behaviours that help me evolve into a better and often different version of myself; keep in mind I'm talking from a business perspective.

Through life we all have been exposed to certain ideas, processes, ways of doing things. These in turn have shaped our own personality traits, habits and behaviours that shape our many interactions with events, people, activities, tasks on a daily basis. Whether conscious or subconsciously every day we reinforce how we have been programming algorithms in our brains or we re-program some of these algorithms.

All of which brings me to the old saying: "What brought you here, won't take you there!"

**Insight#2: I have to change something in order to**



**advance forward and to grow further in my professional life**

That something that I have to change will likely involve one, two or even the four factors required to be successful:

Visualize and define the environment that will support the growth I desire

Readjust the path and direction as we see required

Identify what other skills I need to learn, and what activities I need to delegate

Identify what is holding me back to unlock my intensity

**Insight #3: I know I have to change something and there are only so many areas I can control that can**

**influence how I can become a better version of myself and reach the next level.**

Throughout my life I have read endless number of Personal Development books and have invested in many seminars, conferences, courses and other ideas in search for that magic potion that will catapult me to the next

level. Well, I still haven't found that magic potion, but I did find a logical process that is used by many people with diverse backgrounds and a tremendous success track.

Next is the 6 steps process that I have implemented in 12-weeks periods:

**1: Identify the current state, where you are today.**

Assess how you interact with others, your habits, your traits, what challenges you are facing and what is holding you back.

**2: Define a near term end state.**

How do you want to see yourself at the end of this 12-week period.

**3: Integrate tools and techniques into your day-to-day life**

Insert non-intrusive changes in your daily activities to be repeated over, and over through the length of the process. These will in turn lead to overwriting old algorithms and create behaviour changes over time.

**4: Measure and track progress.**

In order to reprogram those algorithms in our brains, it is fundamental to measure and track our activity to visualize the progress as behaviours are transformed.

**5: Put yourself in a position to be successful.**

There is a reason why champions have a coach working with them. Not only to assist in improving and changing what is holding them back, but to hold them accountable as they pursue the achievement of goals. Don't leave it out to strong will or discipline to see the results you desire.

**6: Assess your state at the end of the pre-defined.**

Evaluate the progress you made and celebrate positive improvements.

I encourage you to spend some quality time with yourself and draft how you can use these 6 steps to pull yourself and your business forward. Commit to a 12-week period of change and go all in to make it happen. The results can be outstanding!

I am a Business coach and facilitator, helping business owners, executives and people who like to win, win more.

Some of the most frequent reasons why businesses talk to me is when they see the opportunity and the potential to grow, they are hungry to win more and see the value on investing in themselves to identify what is holding them back, how to master achieving goals, increase their focus and productivity, balance business and life, and develop leadership skills in their high potential employees.

If you intrigued and would like to explore how to transform what's holding you back into something that pulls you forward, book a free consultation call to determine if we can help you and your business win more!



# How Common Money Mistakes Can Reveal Early Dementia

**Tracy Campbell, RRC CFP Financial Consultant**  
[tracy.campbell@investorsgroup.com](mailto:tracy.campbell@investorsgroup.com)

If a senior in your life is making unusual financial choices, then that could be a sign of early cognitive decline.

Your aging friends and relatives may not always manage their money in ways you agree with, but when your mom secretly drains her retirement savings, or your dad suddenly stops paying his bills, you'll want to take a closer look at what's going on.

In many cases, odd financial behaviour "certainly can be an early warning sign for dementia," says Mary Schulz, director of information, support services and education for the Alzheimer Society of Canada.

People in the early stages of cognitive change can make unusual purchases, change their investment habits, begin hoarding cash or start racking up debt, even though they've been prudent savers their entire lives.

Not all bumps in the road are worth worrying about, of course – if the bank changes their online portal and dad gets confused by it, that's no big deal. However, if he forgets how to use his bank card, then be concerned. "This falls into the category of things mom or dad used to be able to do, not something they just learned," says Schulz.

With about half a million Canadians suffering from dementia now, and more than 930,000 expected to have it by 2031, family members have an important role to play in helping identify the disease early – and protecting their loved one's finances. "We've been seeing a lot more issues with seniors and financial vulnerability over the last 10 years," says Christine Van Cauwenberghe, vice-president, tax & estate planning at IG Wealth Management.

Here's how to tell if those money-related quirks indicate a health problem, and how to

keep a senior's money safe.

## Money's cognitive connection

Dealing with finances requires use of memory and an array of complex cognitive skills, so when there's a problem with the brain, some of the simple money skills we take for granted start to suffer. "With different forms of dementia, different parts of the brain are affected," says Schulz.

Alzheimer's impacts memory, so your mom might forget her passwords or even how to get to the bank. Someone with other forms of early dementia might struggle to do basic math or become confused by sales tax. Some cognitive challenges can trigger paranoid feelings or anxiety, so people could hoard cash or become secretive with money.

Seniors are also at higher risk of falling for financial scams, with Canadians between ages 60 and 70 losing [\\$94 million](#) between 2014 and 2017 alone, according to the Government of Canada. Cognitive problems can make them extra vulnerable, so a loved one falling for a scam could be a warning sign, too.

## Talk to your family's Financial Advisor

Fortunately, a reliable advisor can be part of early detection. Since advisors know their clients' intimate financial details, they're often the first to see if someone's money-related patterns are off.

There have been many situations where IG Wealth Management advisors have been asked by an older client to make a huge withdrawal or a buy a risky investment that's not in their best interest. "We will refuse instructions in cases where it is pretty clear that the client no longer has capacity," says Van Cauwenberghe. "We don't have to have

a doctor's note to determine if someone doesn't have the capacity to make their own decisions."

Advisors have to work carefully around privacy rules, but they can call the assigned power of attorney or an emergency contact if something seems suspicious and offer a warning. If they believe a senior may be a victim of financial fraud, they can ask head office to notify the authorities.

## How to intervene

If you suspect the early stages of dementia, it's a good idea to get a diagnosis to rule out other causes – medications and other illnesses can mimic the signs of cognitive problems – and get treatment and health advice for slowing the decline. Urge your loved one go to their family doctor. If they put it off, Schulz suggests tipping off the doctor who can encourage that person to come in.

Ideally, people will have put a financial power of attorney in place and set out criteria around how to hand off their financial affairs to someone else. If not, the senior in question needs to get to a lawyer and get this process started.

If dementia isn't caught early, and if your loved one's financial mistakes – even though they're unintended – continue, that person's nest egg could be at risk.

No matter what, it's always a good idea to encourage those you care about to update their wills and put powers of attorney in place well in advance of any problems. It's also a good idea to spend time with them so you can keep an eye on their financial, physical, mental and cognitive health.



# Welcome to newINITIATIVES HR

416) 473-5034 [info@newinitiativeshr.com](mailto:info@newinitiativeshr.com)  
[www.newinitiativeshr.com](http://www.newinitiativeshr.com)

Welcome to **newINITIATIVES HR**, the most complete and flexible human resources service you could ask for. Whether you're a small company with no human resource presence or a more mature organization with a small HR team, partnering with our team at newINITIATIVES, to provide some or all of your HR requirements, will put your mind at ease.

Many private businesses today do not have an in-house HR professional to consult with when HR-related problems arise. This becomes a high risk, since issues that aren't managed effectively can ultimately have a significant negative impact for the business. Our team of HR consultants provides solutions for business owners to better protect themselves from making uninformed decisions that can result in fines, penalties or damage to their reputation. Our consultants become a business owner's go-to advisors for all matters HR.

In business for over 11 years, **newINITIATIVES HR** provides reliable, cost effective hourly and retainer packages to suit the requirements of every client, regardless of size. Our team of professionals includes HR consultants with experience ranging from five to twenty years, with each consultant specializing in different areas of the HR field, from junior project coordination to senior strategic planning. We can even provide **bilingual HR** support to our French-speaking clients. The newINITIATIVES team helps clients in matters dealing with Ontario's legislation, hiring, employment contracts, employee retention, performance issues and a host of other challenges.

Our engagement with a new client begins by taking an HR baseline, where we will assess the client's current environment and determine whether basic legal requirements are being met. Once the basics are covered, ongoing engagements focus on delivering strategic and operational services on an as-needed basis. Some clients require a consultant to be on-site one or more days per week; where as other clients require

project-based work that can be provided virtually. Whatever the need, our consultants develop strong relationships with clients to understand their business, culture and values and provide a tailored approach to their HR needs. Each relationship is based on newINITIATIVES' core values of integrity, honesty and commitment.

Following is a list of HR services available:

- Culture analysis and development
- HR policies and processes
- Health and safety program
- Hiring/recruitment and selection
- Performance management program
- Compensation and benefits program
- Selecting and implementing HR technology
- Contract management
- Employee relations
- Disability management
- Leadership coaching
- Compliance with HR legislation

Curious whether your business is legally compliant or in need of HR services? Contact us today at (416) 473-5034 or [info@newinitiativeshr.com](mailto:info@newinitiativeshr.com) or visit our website at [www.newinitiativeshr.com](http://www.newinitiativeshr.com) for more information.

**DURHAM'S HR FIRM OF CHOICE!**





# How to Make Your Marketing Stand Out in Today's Digital World

Brian Davidson <https://www.lightswitchmedia.ca>



The single biggest issue that entrepreneurs and business owners have when building their business is how to properly market their product or service. As a business owner, you likely got into your business not because you wanted to do all kinds of marketing but because you wanted to build better decks or bake the best cakes or provide the most affordable auto service in the area. Unfortunately, marketing is a necessary evil if you want to sustain the momentum in your business beyond the grand opening. So now what?

If you follow business publications or research online or watch YouTube videos, likely you're thinking the only way to properly promote my business is through social media marketing. That would not be entirely accurate. Social media is a key component, but it is, by no means, the only way you should be marketing your business. But all the "experts" tell you the only way to get rich is through Facebook Ads, is that wrong? Yes and no. Yes, you need to be running Facebook Ads, but frankly so is everyone else. How on earth do you stand out in the

crowd when the general population's attention span is measured in 3 second intervals?

The key is to integrate your marketing efforts into a diverse portfolio, much like investment advisors tell you to do. Look at organic social posts (sharing photos of clients or announcing a new special) along with paid ads and mix it with traditional methods like networking and direct mail. (\*Giggle.....Did he just say direct mail? In 2019? Giggle\*) I did indeed and let me explain why.

First, with social media, organic reach (non-promoted posts) are being seen by less than 2% of your audience. So, if you have 2000 followers on your business page that means only 40 are going to see that post. Not great math. Paid ads are yielding lower and lower results as more and more businesses advertise on social and flood the users with these ads. A good engagement rate on social media is about 3% of the target audience reacting to your ad, also not the greatest numbers. However, you can improve those numbers through sound profiling of your ideal client. Ok fine, I'll use my contact list and blast out an email to everyone and watch the numbers roll in. Well, be careful of Canada's anti-spam legislation (CASL) and then try to keep in mind that email response rates average about 0.10% (one tenth of one percent) across industries. So, what the heck are you supposed to do?

All of it. There I said it. You must have your hands in several different pots and ensure you are including some non-digital methods to help break through the digital fatigue that people are feeling today. What does that look like? Ensure you are posting consistently to your social media accounts. Do as much as you can, but the key is consistency. If you can only make one Facebook post a week on Mondays, then make sure every Monday there is a post there with new content. Make sure you are spending money on paid ads. Test, test, test. You can test an ad for \$25 for a week with enough information generated to make informed decisions on increasing the budget or tweaking the

current ad and testing again. Then you should try to set aside time each month to network face to face with other business owners and potential customers. The psychological benefits of entrepreneurs getting out of their business for a few hours, not to mention the potential business you could generate, are well worth the time out of the office. Finally, cut through the digital fatigue with a well-crafted direct mail piece that references your online ads and content to really stand out as a physical reminder of what they have seen in the online world. Direct mail pieces have life spans that are exponentially longer than anything digital. A good direct mail piece can live

for weeks in someone's house on their fridge or in the "I'll read that later drawer".

It sounds like a lot of work, but it doesn't have to be. Make 2 posts a week on Facebook, run 2 paid Facebook ads a month, attend a networking session once a month and run a single mailing campaign. Still need some convincing that

networking and direct mail can compete with online ads? Here are some actual numbers from three different campaigns our clients have run and their ROI calculations.

Facebook Ads: \$25 ad spend generated \$325 in sales in one week. ROI = 13:1 (for every \$1 spent, \$13 was earned)

Networking: \$339.87 spent on networking generated \$7000 in sales over 6 months. ROI = 21:1

Direct Mail: \$19 postage cost generated \$1400 in sales in one month. ROI = 74:1

So, what's the moral of the story here? Don't place all your eggs in one basket. A good marketing strategy will integrate different ways of reaching your best customers, so you stand out in this increasingly crowded digital marketplace. And don't be afraid to mix in a little "old school" trickery to really make your business memorable.

Flip the Switch on Your Marketing Today!





## Hypnosis & The ProActive Healthcare Practitioner

Ron Brough, MNLP, MTLT, TCHt <https://proactiveedge.ca>

Hypnosis and The ProActive Healthcare Practitioner  
Over the first year I will be publishing 4 issues, and each will have a different viewpoint on hypnosis as follows:

- Hypnosis to assist clients to heal faster;
- Hypnosis for personal growth and development;
- Hypnosis for abundance;
- Hypnosis for growing your practice.

Let's start with explaining what Hypnosis is not. It is not what you see on the Vegas stage shows although there is an element of Hypnosis therein. Have you ever noticed how the stage Hypnotist weeds out the reluctant ones and only keeps willing participants on the stage; those open to hypnotic suggestion and mostly extroverts.

It's also not mind control as the CIA proved there is no such thing with their MK-Ultra experiments in the 1960's. Additionally, the Subconscious/Unconscious mind, which ever term you prefer, stands on guard and protects you and thus it won't allow you to do things you wouldn't otherwise do – so you won't be giving out your bank PIN codes anytime soon for example.

As you're physically working on your patient client utilizing your chosen modalities, you can also be using hypnosis patter to instill positive suggestions for healing and for healing easily and effortlessly.

A good starting point is to remember that all

hypnosis is self-hypnosis. Thus, if the client is open minded the use of hypnosis will speed the healing process. You do of course always ask permission:

"Gretta, I'm going to now speak in a somewhat hypnotic way which I believe will also help with your healing, would that be OK?"

Most clients will be glad of anything that will speed their path to wellness. Thus, if you would like to take your practice to the next level with Hypnosis, please take the time to investigate hypnosis with a Board-Certified Hypnotherapist.



Ron Brough, MNLP, MTLT,  
TCHt 905-431-8276

Master Life & Business Coach;  
Board Certified  
Hypnotherapist

International Tax & Financial Specialist

'Where Spirit and Business Meet'

"Helping Holistic & Alternative Health Care Practitioners Embrace Abundance, Grow Their Business, and Make a Difference in The World"

<https://proactiveedge.ca>

<https://www.theinfluencerconference.com/>

<https://www.qdempowerment.com/>

<https://yourbottomline.ca/>



## The Business of Mind Body Spirit

Ronnie Swais - [abeautifullifemagazine.com](http://abeautifullifemagazine.com/) /  
[LifeConCanada.com](http://LifeConCanada.com)

Personal Development will be the 2nd fastest growing Industry going into 2020 - it's expected to surpass \$13.2 Billion by 2022. And that's just Coaching. When you add in Spas, Retreats, Nutrition & Fitness and Spiritual & Holistic Healing, it will collectively surpass \$100 Billion by 2027!

With these current predictions, it's the perfect industry to be in....

Yet many mind, body, spirit (MBS) practitioners & professionals still struggle with the business end of their business - struggling with key issues like cash flow, attracting new clients and transitioning from part time to full time.

Over the years that I have coached business owners, a few common challenges keep popping up that can derail a MBS Business:

### 1. The inner struggle with making money while doing good in the world

A Mind, Body, Spirit Business at it's core is about helping people grow and overcome mental, physical and spiritual challenges. You go into this business wanting to help your fellow person and that can mess with your mind, as you are trying to make a profit.

Many of my clients get tongue tied when they get asked... 'can't you give me a discount?' or 'can you do it for free? I have no money but I really need help...' or my personal favourite... 'the universe will repay you if you could just do it this once...'.

They stare blankly at the person asking, wanting to say ... 'listen... I want to help you, but I got to eat this week too'.

### 2. Personal social media posts conflicting with their business message

This one is actually a little sad because I see it happening all the time on social media. Many practitioners will talk about spreading the love, supporting others, withholding judgment of others, forgiveness, etc. and then post a lengthy rant about how 'Trump supporters should burn in hell'.....Somehow thinking potential clients won't see and/or be offended by their posts. The dangers of these conflicting messages is that you won't even know if you have turned off a potential client, they will simply never call. So it's imperative that your personal posts match what you preach in your business.

### 3. Some lack the business skills needed to build a profitable business

Many Mind, Body, Spirit practitioners that I have met are creative, passionate, colourful, spontaneous and empathetic - that's their gift - but if they don't develop the business skills needed to turn a profit, they will always stay in struggle mode. Mastering marketing, finance and especially sales are key to growing their business.

### 4. They lack Collaborative Partners and Mentors

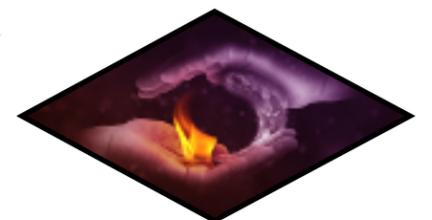
Many MBS Practitioners and Professionals are 'solopreneurs'. Which can be isolating and make you feel alone when building your business. They need to get out from behind their desks and network with other practitioners to be inspired and motivated. They need to attend industry based events to learn how to better build their business, and they need to find collaborative partners to share events, advertising costs, and referrals.

### 5. They don't add multiple streams of income

I always recommend that MBS Practitioners have multiple streams of income beyond their core offering. To help with cashflow, sell accompanying products & books, host a podcast and find sponsors, create a retreat, or create an online class.

Having an MBS Business is fulfilling, challenging and soul satisfying. To take your piece of the \$100 Billion you must always remember first and foremost ... that it is a Business.

Learn, Connect and Grow!



# 5 Ways To Fill Up Your Yoga Class

**Own the classroom, but don't control the students**

**Invite your family and everyone else you know**

**Encourage signing up in advance**

**Be unique to make your classes stand out**

**Be consistent with your classes**



# You Should Start a Blog

Writing is an exciting way to express yourself and when used in business, a lucrative way to sell to clients and build a huge audience. Though everyone has their own writing style and personality, there are basic rules you should follow to make sure you are maximizing your appeal and reach.

When Writing:

- Write what you know – share your experiences and your expertise
- Don't 'over flower' your phrases or use run on sentences
- Don't use ten dollar words when penny words will do. The best length for blogs is 300 to 500 words. Too short and search engines won't pick you up, too long and you lose your reader

When writing Blogs for Sales

1. KNOW YOUR PRODUCT / SERVICE INSIDE OUT!
2. Your reader wants to know what is in it for THEM – so does your customer! So write in that vein, educate THEM, enlighten THEM, challenge THEM, entertain THEM. It is a matter of providing compelling benefits in the form of content.

"The way to create compelling content is to focus relentlessly on 'what's in it for the reader.' And in the same way, no one is going to link to you unless there's something in it for them." Source: Google

3. Refrain from posting your BIO in your Blog – AVOID, at all costs, the 'I am so special, I am so great, I am so amazing...therefore you should buy from me' writing style.

4. Avoid 'advertorial' style writing. An advertorial is an ad dressed up like an editorial piece. BUT, note that you can sell advertorial space on your site to other business owners as long as you list that it is an advertorial or your audience will rebel when they sense that your entire site is filled with advertisements. You will lose credibility and your audience if you try to pull the wool over their eyes.

Here is an example of an advertorial:

XYZ is the best weight loss product on the planet today. 10,000 people use XYZ every day. XYZ ships direct to your door 7 days a week. You can become a XYZ rep and begin changing lives. XYZ has over 100 millionaires already in the company and is growing all over the world...

5. Avoid Blanket Statements. "A blanket statement includes a whole group, often without regard for the differences within that group" Source: Yahoo

Example:

"Everybody loves Coffee. Coffee is the most beloved drink of the world. Who ever doesn't like coffee is not human."

6. Use exciting and compelling Headlines and Hooks to stand out in a crowd-on average, 8 / 10 people will read the headline, but only 2/ 10 will read the rest of the article. Improve your odds with an amazing headline.

"A hook is the angle or the attractor that gets people interested in your content, no matter how dry the subject matter. It could be a great analogy, a pop culture reference, a historical intersection ... whatever. It's just got to be intriguing. Your hook not only helps you write a killer headline, it also keeps people glued to your content and more inclined to spread the word." Source: Google

Example of a boring, over used headline:

'The Benefits of Hiring a Business Coach'

Example of a great Hook:

"A star Athlete wouldn't get to Olympics without his coach...think about where your Business could go if you a had one"

7. Use pictures to help your audience 'see' what

you are saying – a lot of writers like to place their picture in the body of the blog – It doesn't always help and could hinder your readers.

"To sum it up: a good writer needs to have a flair for writing content that's inviting to share and to link to." -Google

\*\*\*Lets Refer back to #1 again because it is worth repeating.

KNOW YOUR PRODUCT / SERVICE INSIDE OUT!

Your CONTENT actually demonstrates your expertise, compared with a website or bio page that claims expertise. This is an important distinction.

"Many people think the main barrier to online marketing success is a lack of traffic. But it's really a lack of trust. People

love to buy stuff, but they hate to feel sold to. So despite the fact that you're building a website that will build your business, you need to concentrate on delivering value that builds authority." -Google

Promoting and Posting your Blog

Social Media and Google have changed their algorithms – they have done this largely to make money – in other words the days of FREE exposure is dead – They have severely limited your reach unless you create high-value content that gets read and shared ...a lot. So post on Social Media but make sure your 'hook' is great to get those readers.

\*Remember: Social Media loves popular content as it becomes 'entertainment' for their visitors which is the audience they need for their paying customers. Just like you look for Bloggers to help fill you content so does Social Media.

Other Websites and Magazines

Offer to write for other more popular websites that get a lot of traffic – rarely do you get paid to write and

you may even have to pay to get on the site but if you are getting traffic it is worth it.

Tell Everyone

That you have a Blog and where they can find you – Get out to events and network. The cheapest thing you can do is open your mouth, tell everyone about your Hub and about your Blogs – A grass roots movement can add 100's of new site visitors every month.

\*Word of caution - when doing blogs and creating your Hub / website, don't just assume you can put your favourite pictures on your site that you take off the internet. There are very strict copyright laws – you cannot just take a picture, especially for commercial use and not acknowledge where it came from and even if you do acknowledge it, they still may send you a Cease and Desist letter to force you to take it down or they will take legal

action.

"A cease and desist letter is a preliminary written warning requesting that the other party stop a certain activity (cease) and not resume it (desist). The sender and recipient of the cease and desist letter can be either individuals or businesses." Source: formswift.com

\* Ghost Bloggers – If you want to use a Ghost Blogger – a professional writer who you pay to write Blogs for you – make sure you trust them to keep who wrote the Blog confidential. Your reputation will be in tatters if it comes out that the expertise you claimed when writing your blog, was a blog written by someone else. Google Milli Vanilli and see what they went through. Contact a lawyer if you need advice but in general you should get an assigned copyright, a waiver of moral rights and a confidentiality agreement before hiring a ghost blogger.

**Chapter from The Emerging Power of Influencers**



# Take the Stage

Speaking is a fabulous way to share your Business

It's an art and you need to practice and be open to learning techniques and a style that will work best for you. When you can refine your speech and present well, you can build up a huge following.

Tips to creating a fabulous speech:

- Preparation and practice is key
- Make sure the title of your Speech is catchy and has a hook to intrigue your audience
- Tell your audience something they don't know or give them fresh insights
- Have a dramatic opening to capture attention
- Make sure all your support props are ready and in working order days before you begin. Slides, power point, handouts, etc.
- If you do not have a microphone you must speak loudly and clearly. You don't want you audience straining to

hear

- Talk as if you are really enthusiastic, the more excited you are the more your audience will be to hear you. If you act as if you don't want to be there, you audience will begin wishing they weren't there
- Alter the speed and tone of your speech to keep people interested
- Make sure you make eye contact with your audience to make them feel welcome and included
- Don't ramble on, please don't ramble on. Remember 'keep them wanting more'

Tips from The Emerging Influencer



Juice PLUS+

Fruit and Vegetable Nutrition for a Healthy Diet - Juice Plus+

Ron Brough



<https://brough.canada.juiceplus.com/>

HAVE YOU GOTTEN TO THE EDGE AND ABOUT TO FALL OFF?

...then you need The ProActive Solution™ from ProActiveEdge.ca

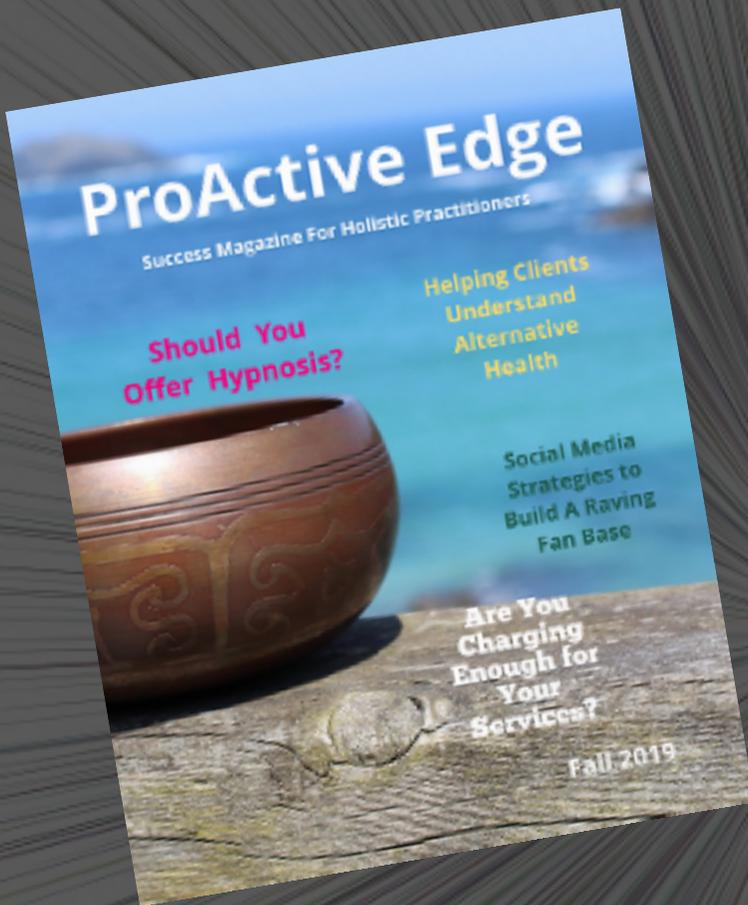
- The Leader in Personal Transformation!

GET THE UNFAIR ADVANTAGE OF THE PROACTIVE EDGE SOLUTION™

[proactiveedge.ca](http://proactiveedge.ca)



# No Longer Do You Need To Feel Alone In Building Your Holistic Practitioner Business!



**ProActive Edge Magazine is here! Creator & Visionary Ron Brough is launching a Magazine designed to Advise & Guide Holistic Practitioners to Success! Articles in the Magazine will cover Marketing, Money & Time Management, Client Relations, Investment Options and more!**

## **Partner Columnists Wanted**

**Are you a Business Coach, Marketing Expert, Social Media Agent, Financial Adviser, Office Designer, Mortgage Broker, Image Consultant, Teacher / Trainer, Workshop Facilitator, Speaker or Coach?**

**Let 's partner in creating a brilliant publication to help others find success and expand our Reach and Influence. Contact me at**

**Ron Brough [ron@proactiveedge.ca](mailto:ron@proactiveedge.ca) 905-431-8276**

**[www.proactiveedge.ca](http://www.proactiveedge.ca)**