

The Blueprint

FOR BUILDING A LEGACY BUSINESS

**How to Unlock
Your Full Potential
in 2018**



**Why 4D
Communication
is the Better Way
of Selling**

**LinkedIn and
Your Personal Brand**

**An Internship
is More than
an Item on
a Resume**

The Blueprint

FOR BUILDING A LEGACY BUSINESS



“

Believe in yourself.
Invest in your business

Celeste Giordano

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The Women Of Global Change stands for positive progress; change for individuals, communities and the world. The WGC provides both men and women opportunities to work together in global business as well as in humanitarian aid projects around the world benefitting those most in need, utilizing individual gifts and talents embraced and shared throughout the WGC community.

Table of Contents

6



◆ ◆ ◆

An Internship is More Than an Item on a Resume

By Lanier Daniel

Find out the benefits from internships

◆ ◆ ◆

How to Protect Yourself from Tax Scams

By Sara Poe

Know these 5 signs to identify an IRS scammer



11

7



◆ ◆ ◆

New Year's Resolutions

By Becca Tebon

Look for the gaps in your life to improve the chances of attaining your goals

◆ ◆ ◆

Why Culture Matters

By Christian Höferle

Learn how to interact with other cultures to make your international business successful



12

8



◆ ◆ ◆

Why Small Businesses Outsource IT Support and Services

By Jason Rush

Learn the pros and cons of outsourcing your IT support and services

◆ ◆ ◆

LinkedIn and Your Personal Brand

By Gregg Burkhalter

Make sure your LinkedIn profile is ready to make a big impression.



13

9



◆ ◆ ◆

How to Unlock Your Full Potential in 2018

By Celeste Giordano

There's still time to actualize your potential and "Double Plus" your income in 2018

◆ ◆ ◆

The Magic of Lake Turnover

By Dr. Romila Verma

What a lake's ecosystem teaches us about resiliency



14



Editorial

I hope 2018 is off to an excellent start for you, full of opportunity and promise!

If you already feel yourself slipping back into the comfortable patterns of last year and the years before, it's not too late to make changes that will make 2018 the year of achievement and prosperity you hoped it would be.

After all, if you don't make any real changes, how can you expect things to be any different than they were in the past?

So what kind of changes will lead to greater opportunity, achievement, and prosperity? I have a few ideas to get you started.

Check in with the professionals who make your life easier — your CPA, financial planner, attorney, insurance provider, and banker — about where you stand and where you want to go this year.

Meet with your business relationships — clients and past clients about how you can serve them better, contractors to celebrate the services they've provided you and discuss any tweaks that can serve as mutually beneficial going forward, colleagues about ways to collaborate, and coaches about where you see yourself going this year.

Create a system of accountability to hold yourself to your New Year's resolutions (even if you've already fallen off track). A few articles in this month's issue dive further into this topic:

- "New Year's Resolutions: Make Them Simple and Easy to Accomplish" by Becca Tebon on page 7
- "Why 4D Communication is the Better Way of Selling" by Brigitta Hoeflerle on page 15
- "Moving from Comfort with Courage" by Pauline Duncan-Thrasher on page 20

What I want you to know going into 2018 is this: your work matters. It's so valuable and only you can contribute it to the world. So holding yourself accountable to reach your goals is not just about how much money you make or how many clients you get. It's about serving as many people in this world with your special gifts as you possibly can.

Keep working hard, keep serving, and keep inspiring those around you each and every day!

Wishing you a very happy and healthy 2018!

Celeste Giordano

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I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

Table of Contents

15



Why 4D Communication is the Better Way of Selling

By Brigitta Hoefler

Ensure listening is not missing when you communicate with others

Small Simple Changes Make All the Difference

By Joan Williams

Discover your true purpose for each choice you make

19



16



Why Does it Take a Crisis to Make a Change?

By Gina Pilon

Embrace change as your friend, not your enemy

How to Grade a Document

By Debbie Kerr

Do your documents pass the "diamond" test?

20



17



Improve Your Marketing Strategy by Implementing Social Media

By Julie Kerr

Consistency, target audience, time/frequency of posts, and quality of content determines your online marketing success

A Leader Who Left a Legacy

By Arvee Robinson

Great communicators speak with confidence and influence

21



18



Nothing is Solid, Everything is Energy

By Michal Mael

Tune in to the vibrations and energy manifested in every object and every being to bring abundance to your life

Moving From Comfort to Courage

By Pauline Duncan-Thrasher

Move away from your comfort zone to grow as a speaker

22



An Internship is More Than An Item on a Resume

By Lanier Daniel



MOTIVATION



GOALS



EXCELLENCE



LEARN



DEVELOPMENT



PERFORMANCE

If you're like me, my alma mater required the completion of a professional internship prior to graduation. In my head I viewed internships as purposeless and non-beneficial, considering that interns don't actually work but make runs to the coffee maker and printer all day.

Well, I was mistaken. Despite the negative connotation of internships portrayed by the film industry, the advantages of internships are endless. Let me preface by saying that all internships may not be rainbows and butterflies, but I know one thing for a fact and that is that you'll walk away having learned something.

Although I received a wonderful education and felt adequately knowledgeable in my field of marketing and public relations, some skills can only be learned in a hands-on business setting. College taught me the art and importance of communication, as well as which strategy or tactic to use in different professional situations, but being able to apply these concepts to real situations makes all the difference.

Being a college student is quite exciting, but also very hard. It's a time of figuring out yourself and your future career all while managing to get enough sleep and juggle the duties of modern day academia. During the three months I spent completing my summer

internship, I learned more about myself than I had the previous 22 years of my life. Through experience you identify your strengths and overcome your weaknesses.

There are overwhelming opportunities these days, which make finding your ideal career path confusing at times. Out of all the insights I gained from my internship, I think professional clarity before entering the work force is what I'm most thankful for. Going into my internship I still hadn't decided exactly what I wanted to pursue, but through the trials and tribulations of my internship I was able to discover my passion.

Internship is additional experience to add to a resume. Landing a job post-graduation is becoming harder and harder for graduates. Why not differentiate yourself from other graduates by taking on a summer internship, while also preparing yourself for what is to come in the real world.

So whether you're still getting your degree, you're a recent graduate, or you're ready to change career paths and need some experience, get online, do your research, and find out how an internship can benefit you.♦

Lanier Daniel specializes in writing, marketing, social media, and web design. | [linkedin.com/in/lanierdaniel/](https://www.linkedin.com/in/lanierdaniel/)

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New Year's Resolutions

Make them simple and easy to accomplish

By Becca Tebon



Now that the celebrations of 2017 have come to an end, it's time to get back to our regular schedules ... or start some new routines.

Most of us like to set goals that we expect to accomplish, but the truth is 80% of us fail to meet these goals by the sixth week. The reasons why we fail falls into the realms of my expertise in helping people achieve their goals and understand how to avoid failure.

Why We Fail

Many times we get in our own way by allowing doubt to creep in and slowly erode our willpower. The problem arises when we allow our doubts to go unchecked.

Even the most doubtful person can apply some tried and true techniques to help unravel the doubting thoughts and past habits to accomplish any goal.

Ready to attain your New Year's Resolutions? Keep reading.

Look At Your Schedule

When you chart your schedule, you will notice your pattern of habits. These habits are precisely the areas that need to shift in order to meet goals. Be honest with your current schedule and decide what you need to replace.

You may want to stop smoking. If you have your first cigarette in the morning while walking the dog, instead of grabbing the cigarettes pick up your phone and take pictures of nature and beauty as you walk.

Similarly, if you drink coffee and want to stop adding cow's milk and sugar (my suggestion especially if you are systemically tired or crave sugar) look for recipes that energize and neutralize your body's acid level to balance your blood sugar and pH.

Map It Out

A plan is a necessary step to reach a goal. It must be written on paper, not just vocalized or entered on your computer. Be specific. Write down the who, what, and where to each new activity. The more detailed the plan, the easier and quicker you will meet your goals.

When you throw a party, you write down the date, who you'd like to come, what you will serve, where it will be, and your theme. In the same way, if you are remiss in sculpting the details to your goal, you are likely to miss your mark, due to lack of information.

Set Up Milestones

Having long term goals is cool but if you really want to achieve them fast you have to break them into smaller bite-sized pieces.

A milestone is a monthly, weekly, or daily goal and represents just a part of your overall goal.

When my 500-pound client said he wanted to be able to sit in a chair at his daughter's graduation, we decided he had to lose 150 pounds in eight months.

His big milestone was 100 pounds in five months, which was further broken down into weekly goals. Without any workout for the first 90 days, he lost 67 pounds.

Create achievable goals and employ a coach and accountability partner to support you. Celebrate every time you make a great decision, not just when you attain your weekly or daily goals.

Self-Management

The term "time management" is a misnomer because time always runs at the same speed. We really need to manage ourselves versus allowing others to manage our time.

Self-management is stating that your goal is non-negotiable. Make an appointment with yourself and block out the time. Do not replace your appointment with anything else. This is the one skill most common in successful people.

Take my free empowering quiz, the Life Decoder Quiz at beccatebon.com/flow_decoder/ to find the specific gaps between your current life and your ideal life. By discovering these gaps you will improve your chances of attaining your goals, feel happier with yourself, and live life on purpose.♦

Becca Tebon can help you break the cycle of failing to reach your weight and health goals. | beccatebon.com

Why Small Businesses Outsource IT Support and Services

By Jason Rush

Businesses that want to remain competitive in today's digital world must rely on strong IT support. Survival among businesses is becoming more challenging as markets become saturated. Add to that big competitors that have already established their position as leaders in their respective industries. IT plays a major role in helping the smaller companies catch up and achieve their business goals. But how do these small businesses get the same IT support as large enterprises on a limited budget?

One way is to outsource your IT support. Let's examine what outsourced IT is and how it can help your business grow.

Should a business hire in-house IT support?

In short, unless your business has a large budget, then the answer is no. Building an in-house IT team means they can be trained to a company's specific needs and are always readily available. This is invaluable, especially when an emergency arises.

However, there is the financial aspect to hiring an in-house IT team. Finding the right people for the job and then training them can be a costly and drawn out affair. And because technology is ever-changing the training never stops. IT personnel constantly need to update their skills and knowledge to remain competitive in their field; but with these



skills and knowledge comes competitive compensation if they are going to stay with your company.

Cost-saving benefits

Out of all of the benefits of outsourced IT the most obvious is the cost savings.

As mentioned in the previous segment, the main driver for outsourcing is reduced spending. Some studies show as much as 60 percent of the IT functions being outsourced, with the cost accounting for only 10.2 percent of average IT budgets!

Outsourcing also makes costs predictable, with fixed monthly contracts. An outsourced IT company has relationships with multiple vendors, and because they typically purchase products and support in bulk they can pass the savings on to you.

Focus on running your business

For most companies, IT is a support function, not a core competency. Building a huge data center is not likely to give you a competitive advantage. Because your business is not technology, you probably won't be able to hire an

internal IT team with top-tier skills to develop software that could give you an edge.

Outsourcing the IT functions of your business lets you and your management bring the focus back to your core competencies and business development, so that you don't have to struggle with technology issues. And because an outsourced IT company has a full team, they can provide 24/7 support and guaranteed service level agreements that go well beyond what your internal IT team could provide.

Your company deserves it

Consider this: an outsourced IT company's best interest lies in helping your company thrive and grow. Their success lies in helping you become successful.

So, consider your options and weigh the benefits to see what is best for your business.♦

If you need a trusted advisor to help with your company's IT decisions consider calling Jason Rush at Rush Tech Solutions | (470) 210-7874.

How to Unlock Your Full Potential in 2018

By Celeste Giordano

Have you ever heard someone deliver a speech and felt like every word, pause, and movement made a powerful impact? Or maybe you heard a singer hit an otherworldly note at a live concert that made you think, “Wow, they were made to do this!”

Finding your calling is one of the world’s greatest blessings. But what if I told you that you already have a calling? Would you laugh it off or do you believe that to be true?

Each one of us has unique, God-given gifts and talents. When you utilize these talents, you tap into your true potential.

What drives YOUR business?

Many of the entrepreneurs I meet start businesses that allow them to use their unique talents. It’s the passion that drives them.

As a people person I love connecting with people. At an early stage in my career I learned that I had a natural aptitude for sales and networking. I am blessed to be able to utilize these skills to build a Legacy Business and empower others to tap into their true potential.

Every entrepreneur I’ve worked with has personal strengths. Some are brilliant at branding and marketing, others have a knack for crunching numbers, and still others are powerful coaches who help people reach their goals.

The reality is most of us know the areas where we naturally thrive. So, why is it that so many entrepreneurs feel they aren’t tapping into their true potential?



Stuck in the Status Quo

Many business owners are so bogged down by their mounting responsibilities and hectic schedules that they find themselves under-utilizing their God-given gifts. But by failing to use their unique gifts, they don’t produce the results they seek in their business.

Many entrepreneurs are already feeling stuck in the same patterns as last year. Despite their hopes for turning a new page in 2018, they find themselves falling into the same daily habits and routines that held them back from achieving their goals.

Before another month slips away, ask yourself a few questions:

- Do you feel like you’re stuck in a rut?
- Are you spending the bulk of your

time doing what you do best? Or do you feel pulled in so many directions that you have little time to do what you love?

- Do you find yourself struggling with the same challenges year in and year out?
- Have you reached a plateau in your sales or business growth?

If you’ve answered “Yes” to any of these questions, you likely aren’t living your full potential. And make no mistake: this will directly impact your performance this year.

How do you break the cycle and live your potential in 2018?

Visualize A Year of Prosperity.

One of the reasons we fall into the same old habits is that we simply stop

continued on next page

How to Unlock Your Full Potential in 2018

Continued from previous page

dreaming. Perhaps you're feeling worn out after a difficult year and you're just trying to keep the ball rolling. But you can't break the cycle of mediocrity and tap into your potential if you don't allow yourself to picture what a prosperous year would look like for your business, yourself, and your family.

Tapping into your potential will involve real effort. To consistently put forth that effort, you need to have a clear vision of what you're working to achieve, as well as the confidence, self-discipline, and drive necessary to make it a reality. Take some quiet time to visualize how your life would change if you actualized your potential and took your business to the next level. Then commit to making 2018 the year that you'll push to reach higher and use your God-given skills and talents.

Leverage your Potential with Planning that Packs a Punch.

You have skills and talents that can help you boost sales and accelerate business growth. But without planning, your ability to realize your potential is limited. If you want to achieve greatness

in 2018, you need to have a master plan. Put together a concrete, measurable, realistic plan that lays out the action steps you need to take daily, weekly, and monthly to reach your goals.

At Celeste Giordano Coaching, I preach the power of process. The fastest road to success is to ensure you implement systems that allow you to utilize your skills consistently.

Let's say you're a marketing whiz. One system you might put into place is a routine for creating and distributing weekly emails and a monthly newsletter to your prospects to generate more business. With a sustainable process in place, you set yourself up to utilize your skills to make the maximum impact.

Don't Be Afraid to Delegate.

Another reason entrepreneurs don't utilize their best skills is because they wear too many hats. When you're scrambling to manage every aspect of a growing business, little time is left to focus on doing what you do best.

Let's say coaching is your forte and you run a personal training business. The bulk of your time should be spent

Only you hold
the key to your
full potential.



training, working with people, and sharing your health and fitness expertise. In order to create that reality, you need to delegate some of the other business responsibilities that consume your time, like balancing your books or producing your marketing materials.

Make building a support team around you a priority. If you can't afford to hire full-time staff, don't fret. Outsource to service providers you trust to deliver quality work.

When you get the support you need, you can spend more of your time doing what you love—and that's when your business will prosper!

Tap Into Your Full Potential THIS YEAR!

You've likely heard that the definition of insanity is doing the same thing over and over and expecting a different result. You won't see different results without shaking up your status quo and pushing yourself to grow.

There's still time to actualize your potential and "Double Plus" your income THIS YEAR.

Contact me to learn what practical steps you can take to make 2018 the most productive and prosperous yet.♦

Celeste Giordano is a master of sales and business development with 40+ years experience empowering entrepreneurs and sales teams to build profitable and sustainable Legacy Businesses. | 888-692-6170
CelesteGiordano.com

Georgia's Anti-Sex Trafficking Lobby Day 2018



**February 20, 2018
9:00 am - 1:00 pm**

**Meet at Historic Freight Depot
MLK Jr Drive across from Capitol**

- Meet Speakers, Legislators, & Survivors
- Visit with your Legislator in the Capitol
- Lunch - \$15

Contact Celeste Giordano
celeste@thewomenofglobalchange.com



How to Protect Yourself from Tax Scams

By Sara Poe



Tax season can be a stressful time. Imagine the added stress of receiving a phone call from someone claiming to be an IRS agent who demands an immediate payment and threatens you with arrest or deportation.

The person may request your credit or debit card information or ask that you use a prepaid debit card or wire transfer. They also may refuse to answer your questions or allow you to appeal the amount supposedly due.

Countless people know little about how the IRS actually operates or are so intimidated that they comply with the demand.

In a less stressful scenario, you may receive a call or email from “the IRS” saying that they have your tax return but need some missing information—your bank account or social security number, for example—before they can process it.

It could seem legitimate because they’re in possession of some of your personal information or show up as the IRS or a similar official name on your caller ID. Don’t fall into the trap.

5 Signs That Prove The Request Is Phony

Here are five ways to check the legitimacy of a call or email from the IRS:

1. The IRS always mails you several bills if you owe taxes.
2. The IRS never calls or emails to verify or acquire personal information.
3. The IRS never threatens you with immediate arrest or deportation.
4. The IRS will not request a specific payment method.
5. The IRS always allows you to question or appeal the amount owed.

Additionally, as citizens of a free and democratic country, American taxpayers are protected from intimidation by the IRS through a Taxpayer Bill of Rights.

5 Actions To Take If You Think You’re Being Scammed

You need to protect yourself and others from these con artists who have forced more than 5,000 victims to hand over \$28,500,000 in just three years. Here’s immediate action you can take:

1. Refuse to provide any information.
2. Hang up the phone.
3. Call the Treasury Inspector General for Tax Administration (TIGTA) at 800-366-4484 or go to www.treasury.gov/tigta/.
4. Contact the Federal Trade Commission at www.ftccomplaintassistant.gov/.
5. If you owe or think you owe taxes, call the IRS at 800-829-1040.

You can also simply call your tax preparer or accountant for swift assistance and assurance. We have extensive experience in dealing with the IRS as well as the most up-to-date knowledge of current scams.♦

86% of ID fraud crimes are committed online.
cashfloat.co.uk

Sara Poe CPA, founder of Poe’s Accounting Services and Lightning Tax Services, helps clients understand and navigate their finances. | 770-545-8841
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PoesAccountingServices.com

Why Culture Matters

By Christian Höferle



Imagine a scenario similar to this: At work you sit next to someone whom you went to college with and one cubicle over you find a co-worker who spent their youth traveling around the globe. The global nature of the world economy is a fact that no-one can ignore anymore.

Gone are the days of working only with people who grew up where and how you did. And in this interconnected and often international context, smart business decisions depend on the ability to bridge cultural differences.

You know how to manage, inspire, lead, and communicate with people who are like or similar to you. However, now you also need to be just as efficient with co-workers, clients, customers, and vendors who are sometimes quite different from you. What made you successful with “your people” could easily derail you when working in a diverse context.

How to master yourself in an unfamiliar environment?

Culture has been one of the buzzwords in the corporate field for years and too often it appears the term isn’t fully understood in its many facets. In fact, culture influences everything we do: the way we talk, the way we listen, the way we act or react, the way we feel and the

way we see the world. And when people from different cultures aren’t aligned, miscommunication and mismanagement easily turn into a costly result—whether it be in business or relationships.

When dealing with another culture most of us feel like a fish out of water at first. Welcome to the conundrum of global business leaders. How many of you work in diverse environments or outside of your native culture? Ever notice that being efficient when working across cultures has its challenges?

Smart businesses will offer their employees cultural coaching and training and perhaps their team members will do some of their own research on the *Dos & Don’ts* and the business etiquette rules which apply to their specific situations.

Yet the question remains: Do they really understand the *Whys*?

Most successful organizations and business leaders fully comprehend the value of preparing and continuously developing their employees for the various behavioral standards in the intercultural workplace. After all, the success of any global business depends on how well team members are able to cross cultures, and on how well and how swiftly leaders develop a deep understanding of their own culture and

those cultures they interact with.

In my experience this isn’t only the most effective way to work at one’s peak and in peace with each other—it is the only way that respects and harnesses human differences. The clients who work with us trust my team and rely on us that we will lead their organization to more success across cultural borders. They also experience how the label “normal” suddenly becomes irrelevant, as there are thousands of “normals” around the world and all of these systems of values and norms are equally valid.

Only when we master the transition between cultures will we be successful in global business. And those of us who are not ashamed of our mistakes, faux pas, and gaffes when interacting with other cultures will go much further in international business.♦

German by birth, American by choice, and Bavarian at heart, Christian Höferle is a fan of building bridges and not enthusiastic about walls. With his company, The Culture Mastery, he helps people close the gaps between cultures. His mission is to lead people to a better understanding of cultures, so they can work at their peak and in peace with each other. TheCultureMastery.com

LinkedIn & Your Personal Brand

By Gregg Burkhalter

Since Microsoft's purchase of LinkedIn in 2016, there have been tons of changes to the LinkedIn platform (both on the desktop and mobile app). Most of these changes have been for the better and there's amazing stuff on the way in 2018 and beyond.

In 2017, we saw the introduction of native video to LinkedIn. You can now load video directly to LinkedIn from a mobile device and a desktop.

On the photo front, LinkedIn now allows users to load multiple photos to a post. Right now this can only be done from a mobile device. I'm betting this feature expands to the desktop soon.

LinkedIn is focused on being the go-to digital portal for business conversations, professional networking, and relationship building. LinkedIn is already the digital home of your Personal Brand.

Step one toward this goal was when LinkedIn changed its "mailbox" to a "message center." So now, instead of individual messages for each conversation, messages are retained in one ongoing message trail. This allows you to easily review the history of your conversations with a person. LinkedIn has also added the ability to see if your connection has opened your message.

Next step was something called "Active Status" or the ability to see when your LinkedIn connections are active on LinkedIn. You might have noticed a little green dot next to your connection's face when you're in the LinkedIn Message Center. These dots let you know if your connection is on LinkedIn at that very moment and whether they are viewing LinkedIn on a desktop or the mobile app.

Another recent addition to LinkedIn



is the Mentor/Mentee service. This free service can be accessed from the dashboard section on your LinkedIn profile. If you are looking to help others here's your opportunity. If you are looking for a mentor this a great place to begin that search.

So what's on the way in 2018? One thing I've heard discussed that is not yet available is a location-based LinkedIn mobile app feature that will allow you to know if any of your LinkedIn connections are in your vicinity. This would be a great tool to use at networking events or conferences.

One item that has not been discussed, but I think is almost assuredly on the way, is the incorporation of Skype into LinkedIn. Microsoft owns Skype so it seems like a natural fit. Skype could be used for video conversations, video training sessions, or maybe even mentoring.

All of the changes mentioned above are exciting but there's one change

underway right now that will be very impactful. Microsoft is in the process of spreading your LinkedIn profile data across the entire Microsoft Office product line via a LinkedIn Profile Card. This means expanded exposure for your LinkedIn profile (and your Personal Brand) so you need to make sure that your LinkedIn profile is buttoned-up and ready for the big stage. Please reach out if I can be of assistance.♦

Gregg is known by many as "The LinkedIn Guy." He provides Personal Branding Coaching and LinkedIn Training via one-on-one and group training sessions, corporate presentations and webinars. Gregg is also a frequent speaker at civic and chamber events and area universities. [Linkedin.com/in/greggburkhalter](https://www.linkedin.com/in/greggburkhalter) GreggBurkhalter.com | 770-313-2385 Gregg@GreggBurkhalter.com

The Magic of Lake Turnover

By Dr. Romila Verma

We are fortunate to live in a continent of lakes, especially the Great Lakes. Living in Toronto on the banks of Lake Ontario, I find myself being pulled to her shores to rejuvenate and heal.

For me, the best time to visit the Lake is during the Fall when the warm water is turning over to the bottom of the lake. If you listen closely you can almost hear the murmur of the moving water. The sheer energy of this movement is invigorating!

One such day in January 2018, I headed towards the lake. The temperature had dipped to -23°C (-9°F), breaking the 59-year-old record! It is not just Toronto but all of North America is currently in a state of deep freeze! Even sunny Florida did not escape the wrath of winter, with snow-fall paralyzing life and destroying crops.

As an Instructor of Hydrology and Environmental Science, I get a lot of questions from my students about the impacts of such low temperatures on

the fish and amphibians and how they survive in frozen lakes. To answer this question, you have to first understand how the lake system works.

Lake Turnover

Every spring and autumn lakes turn over the surface water to bottom layers. During the summer, surface water is the warmest. The deepest layer is the coldest because the sun's radiation does not reach the bottom layer.

However, as the fall season approaches, the temperature begins to drop. The warm surface water begins to cool, becomes dense, and starts to sink. As this dense water sinks, it forces the water of the deep layer to rise to the surface "turning over" the lake water.

Temperature is an important factor in lake ecosystems because most of the living things are poikilothermic, where internal body temperatures are defined by the surrounding system. The interesting thing about the Lake

Turnover process, is that the bottom of the lake always remains at a constant temperature of 4°C (39.2°F). As the fish migrate toward the bottom of the lake during the winter, they are protected from the harsher elements at the top.



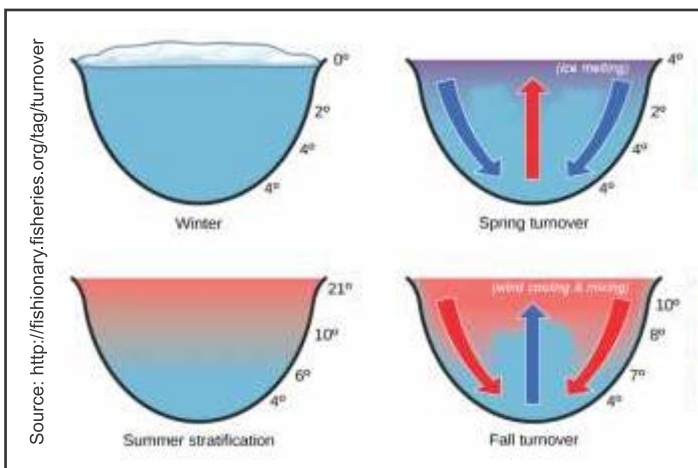
Painting by Dr. Romila Verma

Resiliency

I have always been fascinated by this turnover process because it is one of the reasons that lakes support such a rich ecosystem. It teaches us to imbibe the inherent resiliency we are born with but seldom invoke. In the face of adversity we can learn to reach within our realm to harness the warmth within.

Just like the lake takes care of itself and its ecosystem through this churning process, we can also learn to renew our resolve and find strength within. We can generate this amazing energy to rejuvenate our ecosystem and consequently, help those who depend on us. ♦

Dr. Romila Verma, of Toronto, Ontario, Canada, is an innovative teacher, researcher, speaker, author, and a leading voice on environmental issues. Her vision is to find solutions for global water crises through research, education, and action. waterspeaks.org



Man never made any material as resilient as the human spirit. ~ Bernard Williams

Why 4D Communication Is the Better Way of Selling



By Brigitta Hoeflerle

How many of you are familiar with this quote by Steven R. Covey: “Do not listen with the intent to reply but with the intent to relate”?

Great theory, isn't it? And so necessary to build rapport and earn trust! Yet the majority of networkers, business professionals, and spouses totally get this wrong. Here's why the answer to more efficient communication is the four dimensional (4D) model.

Listening requires effort—a lot of it! Don't you find it incredibly easy to drift off while your vis-à-vis is talking? Have you ever found yourself during a conversation having an internal dialog or checking in with your feelings as you were distracted, bored, and perhaps even disinterested? And when did you realize that you started creating a visual list of to-dos before your inner eye?

Sometimes we are too occupied with thinking about a smart, witty, or wise response instead of listening to what the person in front of us is truly saying. Point of the matter is: we suck terribly at listening to others.

Think about all the important information we miss when we construct in our mind what we're going to say as a comeback.

**We have two ears and one mouth,
so we should listen
more than we say.**
Zeno of Citium

The argument I make may not be the latest trend among communication experts, which still appears to be the concept of “active listening.” My point, in fact, is that what's missing in our communication is the well-formed combination of intensive and extensive listening: intensive, as in attempting to listen with maximum accuracy to a relatively brief sequence of speech, and extensive, as in listening to lengthy passages for general comprehension.

Both formats require us to be fully focused on the words we hear, the body language we observe, and the tonality which creates the distinction of the words we hear and the body language we observe. If done in a 4D way they also make us decode and decipher the representational systems and the personality codes of the person with whom we are communicating so we can genuinely connect with the other person.

You see, in my construction model of 4D communication the most important tool is the scaffolding; we need it for rapport building, decision making and ultimately sealing an agreement. Pay close attention and become aware of the communicative patterns of the people with whom you interact and listen for the four dimensions of communication:

- Their name. Be able to repeat it back, even ten minutes into the conversation

- Their B.A.N.K. code personality type (www.mybankcode.com/hoeflerle)
- Their visual, auditory, and kinesthetic Representational System (www.nlpatlanta.com)
- Their problem to which you are the solution

To tie it all together and to anchor this into a memorable conversation with a notable outcome you want to become a master at telling relatable stories. You want to be able to respond to your conversation partner in their system and their code.

Let me encourage you to become fully aware that people are not paying you for your products or services, they buy from you because of your ability to listen. How expertly you decode what you hear your clients say and how intuitively you speak into their listening determines your ability to sell.

So train your ears and your mouth will follow.♦

An avid scholar of systems in education and communication for decades, Brigitta Hoeflerle today leads her company with a balance of EQ and IQ. She is the most fast-tracked female trainer and now retired lead coach of the world's largest self-development company. | www.brigittahoeflerle.com (423) 303-8432

Why Does it Take a Crisis to Make a Change?

By Gina Pilon

“When we are no longer able to change a situation we are challenged to change ourselves.” Viktor E. Frankl

We all so easily can fall into what is called a “comfort zone,” a place that is familiar. It is like an old pair of slippers; although they are full of holes, the soles are worn thin, and our feet are no longer supported or protected we just can’t bear to part with them. They are sooo comfortable.

Change can be hard. That’s why so many people avoid change like the plague and rather choose to stay the same even if that means being uncomfortable. So the “comfort zone” is now an “uncomfort zone.” Why is this?

Better the devil you know than the devil you don’t.

I believe the underlying cause is most always FEAR. Fear of judgement from others, fear of failure, fear of success, fear of rejection, fear of loss, fear of the unknown. Most often our fears are imagined and not real akin to **False Evidence Appearing Real**.

Fear is a powerful undercurrent that can keep us stuck in places that are not serving us—a job we hate, a bad relationship, friends that drag us down. Even if it is an unhealthy state emotionally and/or physically we are afraid to make the necessary changes to be happy and healthy.

This is when we need a crisis, a crisis that forces us out of our comfort zones and shakes us to our core, where changing is our only option if we want to survive. It could come in the form of a layoff, our partner leaving us, a mental breakdown, or a life threatening health diagnosis.

I think there is a huge subconscious



misconception that our fears are keeping us safe, when in fact they are only keeping us stuck. They are keeping us from changing for the better, they are keeping us from living the life of our dreams, they are keeping us from finding true love, and they are keeping us from being healthy and happy.

Don’t wait for a crisis to strike before you make a change to what is not working in your life. If you can’t change the situation then change yourself, change your perspective, and change the way you are thinking about it. Just don’t resist change. Change is the great elixir and giver of life, make it something not to fear but something that

propels you forward. Life is about change, if you are not changing then you are not growing and if you are not growing you are not fully living.

Embrace change because it is your friend, not your enemy. Sometimes we just have to feel the fear and do it anyway.♦

Gina Pilon is a Certified Integrative Nutrition Health Coach, Life Coach, and Grief Recovery Specialist. She helps you create a completely personalized “road-map to health” that suits your unique body, lifestyle, preferences, and goals. | gmpilon@responsiblyhealthy.ca www.responsiblyhealthy.ca

Improve Your Marketing Strategy by Implementing Social Media



By Julie Kerr

Social Media has become an important and effective portal for advertising and marketing. There is enormous potential to reach millions of people without even leaving your home. The strategy and execution you develop for your Social Media Marketing can prove to be lucrative for your business or it could be a complete waste of time.

Creating or improving your presence on Facebook or Twitter does not happen overnight. Consistency, target audience, time/frequency of posts, and the quality of content you put out there determines your online marketing success. So your first stage of planning is learning about your customer.

Know Your Customer

Narrowing down your target audience encompasses many things. What age range do they fall under? Where do they live? What are their habits? When are they online? Do you know their interests, likes, and dislikes? What other products and services do they use?

All these questions can be answered by researching both your clientele and your competitors, or by simply asking your existing customers what makes them tick. For any company, knowing your target audience is priceless.

Model Your Competitors

In order to find out more about your clientele you can research the Social Media habits of your competitors.

Check out their pages and observe what type of posts they are putting out there.

Seeing the kind of engagements they receive can help you save valuable time. Notice when (days and times) they are posting, what type of posts they are publishing, and which platforms they are using to reach their audience.

It's important to spend your time on the platforms where your audience hangs out rather than trying every single avenue. In the beginning you may need to distribute your posts over all the social media networks but within time you will see which ones are simply a waste of your time.

Remember both you and your competitors share a target audience, so modeling your competitors is an effective way to achieve the same results.

We don't have a choice on whether we do social media. The question is how well we do it.
Erik Qualman

Choose Your Digital Media To Decide Where To Post

Which forms of media do your potential clients respond to? Are blogs necessary to engage leads or are videos and podcasts going to be better options? Maybe your product is best showcased in photographs.

Determining which type of media you focus on will help you figure out where your product or service will shine the most. Instagram is perfect for visual advertising, Twitter is the route to go when your service or product requires spreading the news in text. Youtube, which works really well for the younger generation is all about videos. Facebook has a personal flair and LinkedIn is all about business.

In essence your Social Media Strategy should be based on what your present and future clients respond to, as well as where they are spending their online time. Use your competitors' successes as a guideline to what you send out, where it goes, and when it is posted.♦

Julie Kerr is a writer, blogger, and social media specialist. | juleekerr@icloud.com

Nothing is Solid, Everything is Energy

By Michal Mael

Close your eyes for a moment and imagine that solidity as you know it is an illusion. Matter does not exist in the form of tangible objects but rather a myriad of atoms that are continuously in high speeds of motion. If we invite the idea that everything in this world is energy, not matter, we can open our minds to vibrations and how they affect our lives.

**“Everything in life is vibration.”
– Albert Einstein**

Every object and every being is made up of spiraling energy that vibrates. The energy of an object or a living creature affects the way it vibrates, and in turn, will pull and attract a similar frequency of vibration. These vibrations, whether low or high or just right, are manifested as the life experiences we feel, see, taste, touch, and hear.

The frequencies we give off are

unique, the frequencies inanimate objects give off are just as unique. Creating a harmony between the things, places, and people we surround ourselves with can bring you the abundances in life you desire.

How can we do this?

- Enjoy the things you love
- Find inspiration
- Limit judgment
- Embrace music
- Practice meditation and gratitude
- Spend time in water
- Perform random acts of kindness
- Participate in physical activities

But beyond what I've mentioned above I know that gems, rocks, and crystals possess a beautiful and intriguing ability to change your life and redirect your karma. Nourish your environment with good vibes that can constructively improve the quality of your life when you utilize the consistent energy of semi-precious stones and gems.

You can use geode decor simply to bring beauty into your life or you can meticulously choose and position your stones to bring the high vibration of goodness to your space. Stones have a specific frequency, color, and personality that can be used to enhance different areas of your life when placed in energizing spots. The good vibrations attract and complement each other bringing you health, wealth, love, success, and so much more, especially if you believe.♦

Michal Mael's worldly experience and exotic background makes her the perfect ambassador for Nature's gems. In 1999, "Rock Our World" was born. Michal quickly became one of the leading experts in the metaphysical world, and one of the top designers in creating Nature's Art Decor™ in the home and workplace.
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Small Simple Changes Make All The Difference

By Joan Williams

At the beginning of each new year, our attention is drawn to reflect on the previous year with its highlights as well as areas where improvements are needed. Heading the top of that list of resolutions to improve usually centers on three areas: eating healthier, exercising, and creating better financial options. And all three are interrelated! Without good health, we do not have true wealth nor can we enjoy the financial rewards of our work.

If you're like me, you've made resolutions in the past and have kept some while others have hit the cutting room floor by the end of January. And, some people never make New Year's resolutions because they know they won't keep them. That's sad in itself because one is giving up and settling for a life that could be more productive and enjoyable.

I have found that the secret lies in discovering our true purpose for each goal and identifying the daily choices necessary to accomplish it. Our success in anything lies in our daily decisions.

For example, if your goal is to lose ten pounds, why do you want to do that? Is it to have more energy to play with your grandchildren, to ride a bike with your friend, to fit into that favorite dress? Visualize how that would feel when you lose the weight. Put a picture on your refrigerator of a healthier you or a saying that would help you stay focused when you're tempted to grab that ice cream.

Secondly, what's the most crucial activity you could do to achieve your weight loss goal? Starve yourself, skip meals, go on a fad diet, run a marathon? If you set lofty activities that are way out of your comfort zone, you



will set yourself up for failure. But, what if you could skip the mayonnaise and cheese on your burger, order the salad dressing on the side, or substitute fruit for the fries? Could you do those each day and then gradually include other activities as you feel success in the small changes you're making? I know you can!

In the book, *The Compound Effect*, Darren Hardy states that "the magic is in the doing of simple actions repeatedly and long enough to ignite the miracle of the Compound Effect." Most people are not aware of the daily actions they are doing that are jeopardizing the quality and effectiveness of their lives. By physically recording daily those choices we are making in the areas we want to improve, we are armed with knowledge to choose differently.

Mr. Hardy suggests that it's important to track ourselves for a

month in order to see patterns in our choices.

With this new awareness, one can then see where small, simple changes can be made so that the ultimate goal is reached over a period of time.

Celebrate the small victories each day as they propel you to the ultimate accomplishment of your goals in the future. Remember the childhood nursery rhyme, the tortoise wins the race and you will too!♦

A former teacher and school system administrator and now entrepreneur, Joan Williams utilizes her 30+ years of organizational leadership and business development by teaching topics from nutrition education to developing effective teams. | 678-910-1931
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How to Grade a Document

By Debbie Kerr

Did you know that the effectiveness and appearance of your document can be graded on the same scale as precious stones? Read how to rate your documents using the diamond scale.

Carat: A diamond is measured by its weight, but size is not directly proportional to value. Sometimes a large gem is less valuable than a smaller one that has no flaws. In the case of a document, sometimes less is more. Having less copy and leaving some white space could make your document more visually appealing.

Color: Use the right combination of colors and contrast to add visual interest. Splashes of color add emphasis to your document and invite the reader to find out more.

Clarity: Does your message come through loud and clear? Make sure your audience knows exactly what you're selling and how to contact you. The reader may give up if it's not easy to find your details.

Cut: Having more facets on a diamond does not mean it will sparkle more. The placement of a facet is what adds sparkle. Give balance to your document by using a variety of font sizes and design elements to highlight important information.♦

Debbie Kerr is a creative editor specializing in designing Speaker Sheets, brochures, magazines, newsletters, PowerPoint presentations, and workbooks.
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A Leader Who Left a Legacy

By Arvee Robinson

Throughout history, great communicators speaking with confidence and influence have changed laws, accomplished the impossible, and saved lives.

Martin Luther King Jr. transformed his role as a local Baptist minister, speaker, and community leader into a national activist, humanitarian, and one of the most powerful leaders of the African-American Civil Rights Movement. He gave his life to fulfill his passion.

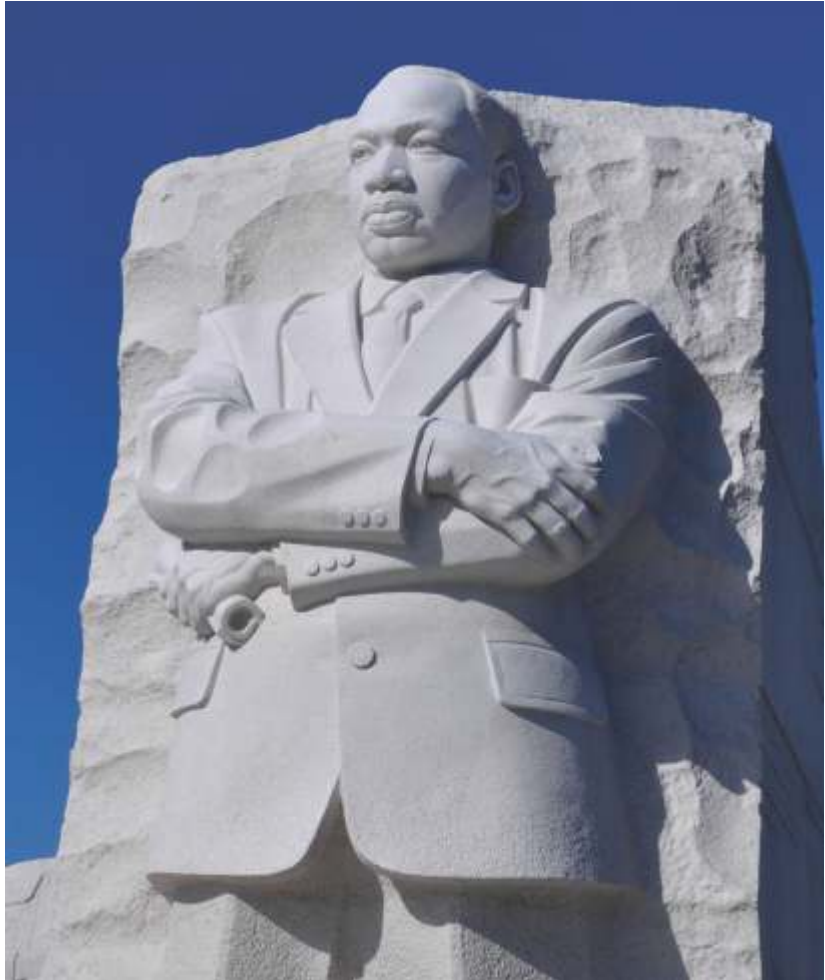
He delivered his most famous speech, “I Have a Dream,” to hundreds of small local audiences before he was ready to deliver it one last time to hundreds of thousands of civil rights supporters in front of the Lincoln Memorial in Washington D.C.

Speaking ran in his family—his father and grandfather were ministers. He first learned speaking skills by sitting in church listening to these two great men. As soon as they would let him, he was teaching Sunday school and he never looked back.

In 1954 Dr. King became pastor of the Dexter Avenue Baptist Church in Montgomery, Alabama, and used that pulpit to advocate for civil rights. He soon joined the executive committee of the National Association for the Advancement of Colored People (NAACP).

The time is always right to do what is right.

Martin Luther King, Jr.



Rosa Parks

On December 1, 1955, after working all day as a seamstress in a sweat shop, Rosa Parks boarded a bus to go home. Minutes after Rosa sat down in the row behind the white section, three white men entered. Segregation was heavily enforced and bus drivers were allowed to carry guns. Bus driver James Blake asked her to give up her seat.

Rosa Parks refused.

She was arrested and fined for breaking segregation laws.

This incident sparked the Montgomery Bus Boycott and ignited the modern Civil Rights Movement.

Dr. King began to speak at local town hall meetings, schools, and churches. He organized nonviolent protests and marches that attracted national attention after televised news captured brutal police violence in Selma, Alabama.

After all his years of preparation he was ready on August 28, 1963, to deliver his most famous speech, “I Have a Dream.” It was there that he established his reputation as one of the greatest speakers in American History.

Dr. King spent his entire life getting ready for this one moment. As a result, the landmark Civil Rights Act was passed in 1964 and the Voting Rights Act in 1965.

Martin Luther King Jr. gave us hope, led a movement, changed laws, and saved lives with his words. That’s the mark of a true leader.♦

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ArveeRobinson.com/about/

Moving From Comfort to Courage

By Pauline Duncan-Thrasher



Most of us, just like sweet Chipper in the picture, love our places of cozy comfort. Although your safe spot may not be on a rug under your best friend's desk, it could be your bedroom, your home office, maybe even in drastic times, your closet!

It can be a wrench to tear ourselves away from that safe spot. Chipper can only run, stretch in the sun, and meet new, happy people if he gets out of his blanket.

I'm sure that in your heart you know that the only way you can offer your gift to the world is to get out into the world. It is only when you allow yourself to recognize your own value that you will gain courage to leave your cozy, safe place.

Then and only then can you be the captivating speaker you need to be to best present your gifts. Confining yourself to only what is familiar is like hiding away your gifts. No one can enjoy them. "What gifts?" you ask.

Take out a pen and paper and write down the names of three acquaintances that first come to mind. Picture how you interact with them. Ask yourself what they might see as your "gifts."

Public speaking terrifies many people. Even professional speakers feel nervous or excited before presentations.

Good speakers focus on using their unique gifts to share knowledge with audiences. As a service or product provider, you too can learn to captivate your audience using your unique gifts.

As long as one person needs to know

what you know, you owe it to yourself and to that person to share that knowledge. Speaking from experience, the more you share the better it feels. And it feels great!

Staying in safe mode robs two sets of people: the potential giver (you), and the receiver (all of your clients).

The full impact and power of you positively interacting with others is best accomplished when you move away from comfort and safety into exciting, adventurous public speaking.♦

Pauline Duncan-Thrasher is a retired teacher, author, poet, award-winning speaker and Certified Positivity Training and Communication Coach. amazinglyyou@gmail.com

Is a Mastermind Group missing in your business strategy?

The ultimate purpose of a Mastermind Group is to help highly-motivated business entrepreneurs navigate through challenges more effectively using the collective intelligence of others.

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5 SIMPLE REASONS

YOU NEED TO PUBLISH YOUR OWN

MAGAZINE



By Debbie Kerr

Today I spent time cleaning out my email inbox. You know, unsubscribing and deleting unopened emails that even with the best intentions I know I will never read. And Facebook? Did I really get sucked in again to scrolling through the nonstop feed of kittens, political rants, cryptic notes, and other posts that are a waste of time? How can I grow my business if I'm constantly bombarded with electronic "noise?" It seems like everyone is vying for my attention in the same way.

I'd rather sit down and read something with substance. There's something comforting about picking up a book or magazine at leisure – to feel it in my hands, turn the pages, and even breathe in the smell. I can concentrate and enjoy a cup of tea while reading.

That's why you need a printed magazine: to stand out from the hundreds of other business owners who send digital messages every day. Who else can brag about having their own printed magazine? If you don't have the time, talent, or desire to write, delegate the project to a designer. You don't have to do a thing to look amazing.

Why you need to publish your own magazine

- 1. Showcase your expertise in a newsstand-quality publication.** You've heard that a book is the new business card, but imagine that a magazine is the new business card. Show off your expertise by sharing your knowledge in a beautiful, glossy publication. It's not as hard or costly as you think it might be, and the impact is priceless.
- 2. Build your credibility by sharing relevant, practical content.** Be the authority your clients expect and share your motivational, educational, or entertaining ideas. Ask guest authors or business owners in a complementary field to contribute articles and your influence widens when they share the magazine with their followers.
- 3. Repurpose your existing content.** Already have a blog, a book, or workshop materials? Don't reinvent the wheel. Use excerpts from what you have already produced and promote your book, blog, or course by publishing your content in a magazine to reach your audience in an exclusive way.
- 4. Connect with your audience in a unique, tangible way.** Be different and fresh. Who else takes the time to do that? Despite what many people say, print is not dead. People look forward to getting something in the mail and are unlikely to throw away a beautiful, resourceful magazine.
- 5. Keep in touch on a regular basis.** One of the cardinal rules of keeping in touch is to stay top of mind with your clients. But if everyone is scrambling for the top using the same platform, it becomes senseless. Publishing your own magazine makes you look like a million dollars and your clients are thrilled to receive the magazine in their mailbox. It's a win-win situation.

Debbie Kerr is a creative editor, whose passion is to design and create printed materials for speakers, authors, and coaches. She publishes her own magazine, *The Atalanta Woman*TM, (TheAtalantaWoman.com), as well as designing publications for her clients. | dkerr@planbee.biz | 678-641-2896