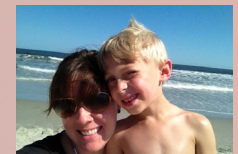


hello

On Being Intentional

Happy Independence Day-- or as we entreps like to think of it, "Independent's Day!" July 4th represents what entrepreneurship is all about-- freedom! Freedom to try new things, to create something beautiful from nothing, and freedom to just be as awesome as you want! Most importantly, freedom to spend our time as we like. As the days and weeks continue to fly by, it's easy to get lost in the momentum of it all; easy to lose track of our visions and goals both professional and personally. This is where being intentional with how we focus our energy becomes critical.

"Intentional" simply implies that purposeful planning is involved. While this may be clear in our professional lives, it's just as important in our personal lives. For me, since I only have one child-- Nathan (pictured to the right) I'm constantly thinking about how quickly he is growing up-- he's 6 already! As the time is flying I'm working hard to be intentional with our time together. We spent some time this past week creating our "Summer Bucket List". A lengthy list of all the things we want to accomplish this summer, including: teaching him how to ride a 2 wheeler, learning how to play dominoes, going lobstering and even writing an illustrated book together about our 2 cats! Take care to use all of your time in a way that will help achieve your purposes.



-- Emily

go

For your calendar

- SOLVE Conference for Women Entreps powered by Chic CEO: July 27, 2013; San Diego, CA
- DoLectures USA: September 19-22, 2013; Hopland, CA
- NAWBO Women's Business Conference: October 3-5, 2013; Miami, FL
- Global Entrepreneurship Week: November 18-24, 2013; Worldwide
- Lean Startup Conference: December 9-11, 2013; San Francisco, CA
- SXSW: March 7-16, 2014; Austin, TX
- TED 30th Anniversary Conference: March 17-21, 2014; Vancouver, Canada

Don't forget about your quarterlies! Payments are due on the 15th day of the 4th, 6th, and 9th months of your tax year and on the 15th day of the 1st month after your tax year ends.

know

The latest entrep news you should know about

Facebook Redesigns Page Insights To Give Business Clearer, More Actionable Data. Facebook announced the first changes to Page Insights, the analytics tool for monitoring the performance of their Facebook Pages. The update should enable businesses to have a better idea of what is and isn't working on their Page Facebook and help with effective content creation & advertising costs. The new interface is still being refined before roll out.

Huff Pushes Entrepreneur Visa Bill for Legal Immigrants. Senate Republican Leader Bob Huff, backed by fellow Republicans and Democrats, is spearheading an effort to get Congress to pass The Startup Act 3.0. The bill would create an entrepreneur's visa for legal immigrants that would permit them to stay in the U.S. to open businesses. They hope to lure legal immigrants with skills specifically in the science, technology, engineering and math fields. The bill could potentially add between 500,000 and 1.6 million new jobs for Americans over the next 10 years.

Health Insurance Reform: Steps to Take Now to Prepare. Even though The Affordable Care Act (a.k.a. Obamacare) doesn't go into full effect until 2014, the time to get yourself prepared is now. Five critical steps to prepare for health reform are as follows: (1) Brace for rising costs. (2) Plan for the unforeseen. (3) Communicate with employees. (4) Check out your insurance options. (5) Know you have the right advisors.

do

Do just one thing this month to improve your business

This month: Trick out your LinkedIn Summary for Maximum Results

You've been on LinkedIn for a while, but are you getting the most you can from it? If the answer is no, you're not alone. This month we focus on an often overlooked section of the LinkedIn profile--the Summary--and discuss why it's critical for the entrepreneur to optimize. Many prospective clients will head to LinkedIn first to learn about YOU. Then, if they like what they see, they'll turn to your website, or Facebook page, or other platforms. The Summary is your opportunity to shine--to tell your target market your story, establish credibility, and leave your audience craving more, in 2,000 characters or less.

Follow these steps to re-craft an effective and compelling Summary:

- **Be clear:** Identify who your business serves, so clients can self-identify: Why you're qualified, that you understand the key problems you solve, and how you do that (address the "pain points.")
- **Make it shine:** Your Summary should be visually appealing and easy to read. Leave lots of white space. Use bullets. Keep paragraphs between two and four sentences long.
- **Make it easy:** Ensure that the reader doesn't have to work--at all--to understand your message. Check with a couple of honest friends or colleagues.
- **Include a call to action.** List your phone number or email address--make it easy for people to reach you.

Bonus! Recently LinkedIn began allowing visuals in your Summary (and Experience and Projects) section. If you have Power Points or other visuals, you can use the "add link" feature and follow the prompts to include them in your Profile. Visuals are a wonderful supplement to even the best crafted writing.

- Contributed by Susan Tabor Kleiman, YourProfessionalWriter.com .

:: Approximately 35 million Americans are linked by blood to one (or more) of the 102 pilgrims who came to America on the Mayflower. ::



thrive

Get to the root of it

Have you ever engaged in a behavior that you KNOW doesn't serve you or your business? Perhaps you tend to procrastinate with Facebook or avoid booking that speaking engagement. No matter what it is, it's something you would like to change. Yet, despite your attempts to change the habit, you find yourself repeating the pattern.

Trying to stop the habit isn't enough. First, you have to understand the root cause -- the hidden benefit you receive from engaging in that habit. To determine the root cause of an undesirable habit, relax and then ask yourself, "How does this habit serve me?"

For example, you may notice that you spend extra time on Facebook because it gives your brain a much needed break. Once you discover the root cause, you can develop healthier alternatives that not only fulfill your hidden needs, but accomplish your goals and objectives as well.

- Contributed by Ann Jenrette-Thomas, Esq., CPCC is a leadership and empowerment coach who specializes in working with women and multicultural professionals. www.CoachAnnThomas.com.

brag

Community successes to share

Congrats to our friend **Elena Ciccotelli**- aka "Trainer Diva" on the opening of her new studio in Maple Shade, NJ! Her new home features 35 group exercise classes per week for South Jersey women along with other perks! Props for expanding her business model from 1:1 training to now helping the masses-- and still with her fabulous customized style! Learn more: trainerdiva.com

Once again gracing the brag section of *Twelve* is our resident PR magnet and designer, **Jeanie Engelbach**. This month Jeanie had her own apartment featured in ApartmentTherapy.com. She likens her space to "Pee Wee's Big Top situated in Candyland!" Intrigued? Check out the full feature on ApartmentTherapy.com's website and search "Jeanie."

Shout out to CEO and Co-Founder of Lift.do, **Tony Stubblebine** and his team for bringing their goal-tracking software to the masses. Lift.do is no longer just for iPhone users! In addition to the launch of their new web-based platform they've now started to launch groups for habit support around particular topics or advice. Check them out @ Lift.do

Got an awesome success to share? Why celebrate alone? --> Just drop us a line with the details!

live



Business Success

Celebrating Your Independence!

According to *Entrepreneur* magazine, their readers overwhelmingly cited "independence" as a main motivation for pursuing entrepreneurship. Not surprising considering autonomy is one of our fundamental human needs! To celebrate Independence day this year, take a moment to remember why you pursued entrepreneurship and working for yourself in the first place!

We polled some 'treps in our community and came up with this fun list of reasons to celebrate our independence!

- I can wear PJs to work and meetings
- I can't get fired
- I can try crazy ideas
- I can buy a new company car
- If I'm talking to myself, I can just claim it's a board meeting
- I can bake cupcakes in the middle of the day
- I get to approve everything
- I can shift my schedule to fit my day
- I get to pick the people I want to work with
- I know I've created something from nothing
- I have freedom from working for someone else

Do these resonate with you? Don't forget to take some time to celebrate all the reasons you LOVE being an entrepreneur and celebrate the freedom you've already won to run your life and biz on your own terms!

love



A few of our favorite things

App: Lift

Need motivation? Give yourself a Lift.

Lift.do is a motivational tool that helps you achieve any goal big or small; including diet, fitness, relationships, career, hobbies. Set your goals, see your progress and get accountability support.

NEW: Lift groups! Get advice from experts and meet others pursuing the same goals. Boost success through social support and informational insights. Lift can help you identify good habits, track performance, and make progress. For web and iPhone! Visit the AppStore for FREE download.

App: Bump

Quickly exchange contact information without fumbling with cell phone keypads using Bump. It allows two users to swap info simply by tapping their phones together. Share your phone #, email, address, photos, etc. Cost: Free!! Free on the App Store or visit: <https://bu.mp>

give



Charities our community loves

TEACHFORAMERICA

Teach For America corps members are helping lead an educational revolution in low-income communities across the country. They recruit a diverse group of leaders with a record of achievement to expand educational opportunities in low-income communities. Nearly 28,000 strong, they work at every level of education to ensure that all children can receive an excellent education. Donations can be one-time or ongoing- you can even earmark your funds to be spent on your favorite regional development projects. A gift of \$5,000 sponsors one teacher! Get involved: www.teachforamerica.org

learn



Delegate's Recommended Summer Biz Reads Part II

Dave Ramsey's "EntreLeadership." One of Emily's all time favorite business books-- get the highlighters out for this one! When you started your business, did anyone teach you how to invest in your team? How to delegate so you could grow your company beyond you? Who taught you how to find the perfect hire or let people who weren't a fit go with dignity? Leaders need answers to questions they don't even know to ask. *EntreLeadership* provides the answers. Dave's even built out a full arm of his business on the topic including online resources, podcasts, live events and more! Visit: www.EntreLeadership.com

We saw him speak at "Rock the World" this past spring. The guy is just a fascinating thinker! **Simon Sinek's "Start with Why"** is another foundational read for solopreneurs. In studying the leaders who've had the greatest influence in the world, Simon Sinek discovered that they all think, act, and communicate in the exact same way- and it's the complete opposite of what everyone else does. People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers might have little in common, but they all started with why. Drawing on a wide range of real-life stories, Sinek weaves together a clear vision of what it truly takes to lead and inspire. How great leaders inspire action. Be sure to check out his TED talk on the topic as well! Visit: www.StartWithWhy.com

save



MAKE MY NOTEBOOK

Record, devise, plot and sketch all your goals, plans and dreams.

exclusively for "Twelve Subscribers"

20% OFF

your next website order: code LUCKY12

CUSTOM SPECIAL

20 custom notebooks for \$200

your graphics + our standard notebook

sales@makemynotebook.com

more ways to make it yours: MAKEMYNOTEBOOK.COM

CHOOSE YOUR
SIZE | STYLE | COVER | FILLER
PAPER | BINDING | REPEAT

handprinted & assembled
US sourced & made
responsibly designed



ask



Go ahead... pick our brains

This Month: Why We ❤️ Dropbox and Think You Will Too

Ever wish you could make updates to your files on your laptop and save them so that both you and your assistant can view the most recent version? We're not talking annoying email attachments or even Google docs here (which we also love for other reasons btw!). We're talking Dropbox: all of your files saved and syncing seamlessly across all of your devices for easy sharing with anyone! Safe and secure, with a powerful admin console you can easily setup sharing controls and know that your files are protected and backed up to the cloud.

Enough about the boring details...Here are some tips and suggestions on how to make this file sharing process easy breezy!

- Depending on the size of account you require and the size of files your syncing, you can have this awesome tool absolutely FREE! (Larger accounts are offered at a reasonable monthly or yearly fee) Sign yourself up for an account at www.dropbox.com
- Once your account is created, save documents to your Dropbox by clicking 'save as' and place your files in this location.
- Sharing folder links is simple by right clicking on the particular folder and hitting the "share" button. Simply type in the email address of the person you'd like to share with and Voila!
- Make sure you are not adding any special characters, spaces, or additional info that our 'smart' phones and computer might not recognize.
- Any changes made by yourself or anyone else in the file will be saved automatically to that same location.
- Multiple users in the same file may cause a conflicted copy - so be sure that there is one user making changes to save and vice versa; then the other person can enter. However, you can both view the same copy.
- If any problems do arise, Dropbox has an awesome website full of FAQs, support pages, etc for you -or HAVE YOUR ASSISTANT DO IT!

-- Contributed by one of our awesome Delegate team members: Emily Westerfield

meet



Our little black book of vendors we can't help but share

Our Resident Wordpress-ionista: Mary Motz

Need your blog or website re-vamped? Google Apps domain account setup? Or just need guidance navigating the mind-boggling tech integration options available to you to run your business? Give Mary a shout! Her reliable (*can we stress how important that is!*), insightful, no-nonsense approach to helping you harness the power of the web is a rare mix of awesomeness that we are proud to share with you!

Connect with Mary: www.ProVirtualSolutions.com or call 484.366.1554 (*and tell her we sent ya!*)

delegate^{*}
*delegation perfected

share



Love Twelve and want to share? By invitation only:

delegatesolutions.com/twelve

quote



"Ours is the only country deliberately founded on a good idea."

- John Gunther

online



delegatesolutions.com



facebook.com/delegatesolutions

We help entrepreneurs leverage their time through delegation!

814.FOR.DVBS/ emily@delegatesolutions.com

© 2013 Delegate Solutions