

JUNE 2013

hello

Practicing Gratitude

Happy Father's Day to all the wonderful fathers in our community- including my own, who loves getting his copy of *Twelve* each month!

Something about summer just promotes happiness and relaxation. Whether it's the nostalgic memories from our youth, or maybe just the extra dose of Vitamin D; the smells and sounds of summer encourage us to slow down and take life in. For me, my mission this summer is to relax, reflect and actively *practice gratitude*. As the wise Master Shifu from Kung Fu Panda once said, "Today is a gift; that's why it's called the present!" If you're like many entrepreneurs, you're marinating daily in the details and stressors of running and building your business. So much so, that it's easy to lose track of the victories and accomplishments you've made along the way. Or, of the milestones you've set and since achieved, or the amazing relationships you've built and countless clients you've helped. This summer, *slow down*. Take time to marinate instead in the beauty of your accomplishments both personally and professionally. Incorporate gratitude in your daily routine- start a gratitude journal, schedule in a quick and private "daily gratitude session" or commit to consistently thanking those in your life for whom you are grateful. Remember, the most beautiful part of your business is you!



-- Emily

go

For your calendar

- Inc. Leadership Forum: June 10-12, 2013; San Diego, CA
- SBA's National Small Business Week: June 17-21, 2013; Nationwide
- SOLVE Conference for Women Entreps powered by Chic CEO: July 27, 2013; San Diego, CA
- DoLectures USA: September 10-22, 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

Coaches Corner:

- ICF Midwest Conference: June 20-22; Minneapolis, MN

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

Discovery of an iPhone Hacking Issue. Researchers from Georgia Tech have uncovered a way in which iPhone and iPad devices can be hacked through their charger. On July 27, the team will present their findings at the Black Hat computer security conference in Las Vegas. Though Apple has many security defenses in place in iOS, the researchers have taken a nontraditional approach in order to reveal these security gaps. Named after a deadly spider, Mactans, as they are calling their project, will carry out the goal of helping Apple better protect its devout Apple fan base from hacking threats. No word if the charger is brand new or a spin on the current Apple chargers. Apple has yet to comment on the project.

U.S. Chamber of Commerce Ranks Top States For Starting A Business. Recently, the U.S Chamber of Commerce released its fourth annual Enterprising States report, which outlines the best states for entrepreneurship and innovation. The study utilized set criteria including areas such as exports and international trade, business climate, talent, and infrastructure to determine its rankings. Maryland was awarded the top spot, followed by Colorado, Virginia, Utah, and Massachusetts to round out the top five.

Ribbon Plans to Simplify Ecommerce Payments. A new, San Francisco-based service called Ribbon, is looking to solve an abandonment issue created by online retailers who require their customers to complete a complex and lengthy checkout. Roughly two-thirds of online shoppers abandoned their initiated purchases due to the lack of simplicity. The service will allow merchants to keep their clients at their online stores by ushering them to a simple one-page checkout. Additionally, the platform works with all major credit cards and processes purchases over a fully encrypted, SSL-secure payments system.

do

Do just one thing this month to improve your business

This month: Do a 30 minute website content review!

When it comes to your company's online presence a 30 minute content review will help you see why your customers might be turned away and identify performance problems like why your content might not be getting leads.

A 30-minute content review once or twice a year will keep your website focused on giving your customers what they come to your site for: Content about what they want to buy from you. Try reading your content out loud. Look for more ways to connect (are you active on social media?). Look for spots where your content could get to the point faster. Look for how well you're using keywords that are effective for your online presence.

As simple as the exercise seems when you read your own content out loud you'll quickly see where it works and where it's awkward. By making things easier to read for your visitors you're inviting them to stay longer on your site. And using great keywords will help them find you faster. -- *Contributed by Cindi Schultz; President, Foothold Services*

:: If you yelled for 8 years, 7 months and 6 days, you would have produced enough sound energy to heat one cup of coffee. ::



thrive

Master Your Beliefs

If your subconscious beliefs are negative (e.g., I'm not good enough, my business is failing, etc.), then your thoughts will tend to reinforce those beliefs. While there are many ways to effectively reprogram your subconscious mind, one of my favorites is affirmations. Affirmations are statements made in the present tense that reflect how you would like to feel about yourself.

The key to making affirmations work is: (1) create an affirmation that directly negates your disempowering thoughts; (2) make sure that the affirmation is believable to you (if it's too far-fetched, your mind will reject it, so take baby steps if necessary); (3) take a few deep breaths and relax before reciting them in order to allow them to penetrate your subconscious mind more readily; and (4) repeat the affirmations frequently, especially before going to bed. By mastering your beliefs through affirmations, you'll achieve phenomenal success in record time.

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

brag

Community successes to share

She's becoming quite the regular here's, she's just so fabulous! Huge congrats to **Jeanie Engelbach** on some great PR exposure this month! Jeanie was interviewed by NewYork.com on the topic - "How To Decorate Your Super Tiny Apartment". and was also just featured on Houzz and Time Out New York! Jeanie is also launching a series called 'Vignette of the Day' - which will be posted on Instagram and Facebook. Like her FB page to follow: facebook.com/apartmentjeanie

Shout out to our friend, Leadership Coach **Jennifer Smith**. Jennifer has re-launched her new website: www.growthpotentialcons.com complete with a resource section featuring our favorite topic: Delegation! Learn more about Jennifer's work and check her out on our own blog discussing her take on what we coined "The Entrep Identity Crisis!" Visit our site and search "Jennifer" to read.

Lastly, Woot! Way to go **Patrick Smith**, Founder of Power Supply for his recent feature in the Washington Business Journal! Patrick's company provides Paleo Diet meal plan delivery to local DC gyms. Preview his article here on his website: http://dc.mypowersupply.com/



live



Business Success

American Idol Style

As I was watching the most recent American Idol's final three contestants perform, I couldn't help but listen in awe at one contestant's description of how she grew up. She evidently had lost both parents at a young age. Due to this, she has become a very strong woman, with very strong motivations to succeed. This is true for quite a few wildly successful people that I know (both with businesses and with other amazing accomplishments). Great traumas/negative life events seem to often precede great successes. It seems like the traumatic events give people a hunger to overcome every obstacle, and give them a huge hunger to succeed. However, this doesn't always have to be the case. In other words, you can achieve success without something bad happening beforehand. You just have to find the internal motivation (or hunger) to truly succeed. In order to make this happen, you need to remember to keep your end goal in sight. If you are a visual learner, make sure you quite literally keep it in sight – putting it up on a board or even refrigerator. Have an action plan to make these goals happen. This needs to include a short-term plan (weekly), midterm plan (one year), and long term plan (five year). Also, make sure you review your goals on a regular basis to see that they are still what you truly envision for yourself. With this action plan, you can make your goals a success! - *Contributed by Lisa Schlichtig; Professor of Business, Univ. of MD*

love



A few of our favorite things

Service: LiveMinutes

Looking for a free document sharing service that offers more than a Google Drive or Dropbox? With LiveMinutes, everyone can videochat, look at the same slide at the same time and annotate documents in real time. What's awesome with LiveMinutes is that it creates meeting reports for you, so you can keep track of what was decided during meetings, and send copies to those involved and absent. Already familiar? Try the new beta version at www.liveminutes.com

App: Spotify

Everybody loves music! Well what if you could listen to almost any album or song ever recorded whenever you wanted? Like many other music streaming services, there is a free version that has its limitations on listening, or for less than \$10 per month, you can have unlimited, ad-free access for both your computer and mobile device. Don't want to let go of your beloved Pandora? Spotify offers "station" style listening as well! Give the free version a spin at spotify.com

give



Charities our community loves



Michael J. Fox Foundation For Parkinson's Research. Founded by acclaimed actor, husband, and father of four, Michael J. Fox, the Foundation is dedicated to finding a cure for Parkinson's disease (PD), which Fox has been suffering from for over twenty years. Since its inception in 2000, the organization has become the largest private and global funder for PD research having invested over \$300 million dollars. Getting involved can be as simple as making a donation or volunteering for one of their many events. www.michaeljfox.org

learn



Delegate's Recommended Summer Biz Reads

***It's Your Business: 183 Essential Tips that Will Transform Your Small Business* by JJ Ramberg** is the critically acclaimed, Wall Street Journal best-seller and must-read for family-owned stores to venture capitalist-backed start ups alike. Not only do readers gain valuable advice from Ramberg, but the author has invited notable entrepreneurs such as Blake Mycoskie (TOMS shoes) and Guy Kawasaki (Apple), to share their experiences. The book covers a myriad of topics from human resources to finance, public relations to sales, by presenting simple and effective methods.

***The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field* by Mike Michalowicz** is one of our all-time faves-- inspired by pumpkin farmers! Amidst the struggle of running his first business 24 hours a day, 7 days per week, Michalowicz realized he could apply the pumpkin-growing process to his company. So what is the Pumpkin Plan, you ask? Plant the right seeds. Weed out the losers. Nurture the winners. This hysterical guide offers numerous stories of successful entrepreneurs, leading readers through nontraditional strategies in order to help them build a business at the top of its game.

save



EXCLUSIVE DEAL FOR READERS OF
t w e l v e

Show Dad your appreciation for all he's done with a delicious box of all-natural Gratitude Cookies. No worries about whether your gift is the right color or size, or if he already has one. Include a gift card with your personal message for a Happy Father's Day.

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Offer may be used one time only and is not transferable or combinable. Not valid on previous purchases. Valid until midnight on Sunday, June 16, 2013. When ordering, use the promo code: **twelve**



Gratitude Cookies are also ideal for saying thank you to customers and referral sources. Contact Zen Rabbit for help with an appreciation marketing strategy customized to fit your business.

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ask



Go ahead... pick our brains

This Month: Our Fave Travel Tools

Summahtime.. Time to Sit Back and Unwind! Travel got you stressing out? Try some of our team's favorite tools to help our clients get the best deals and stay organized!

Organization: *Rhonda's fave-* **TripCase** is great for travel itineraries. Email confirmations can be forwarded directly to them and it will appear in the trip log in a couple of minutes. Also offers pre-paid airport parking, flight cancellation alerts, alternative flight info, contact info for all of the hotels, airports, car rentals, etc. Allows for notes and trip info sharing with friends and calendar syncing.

Alerts and Searches: *Richard's Fave-* **airfarewatchdog.com** Program alerts with your favorite trips and each week it will tell you what the best deal is on each trip. They use live agents (as opposed to automated web crawlers) to find the best deals. The company offers access to discounts from carriers such as Southwest Airlines that other competitors do not, and gives users access to deals that carriers only allow to be posted on their own sites.

Tools we use everyday: *Susan's fave-* **Hipmunk.com** Find a flight that fits your travel time criteria and select the best options from an easily readable grid. *Emily G's fave:* **Bing.com** travel link to compare rates and predict whether the rate will go up and down. (Hint: Kayak just added this prediction feature too-- LOVE!)

Just plain awesome: *Emily's Fave-* **airbnb.com** List your own space for vacation rental, or book unique accommodations around the world. Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences, at any price point, in more than 33,000 cities and 192 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions.

meet



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

Looking for a great Speaker Coach? Meet Jezra Kayel

Based in Brooklyn NY, Jezra is the author of *Speak Like Yourself... No, Really! Follow Your Strengths and Skills to Great Public Speaking*, and President of Speak Up for Success. A former Fortune 500 speechwriter and presentation skills coach, she now teaches entrepreneurs, executives, and people from every walk of life how to communicate with confidence, power, authenticity, and ease. Jezra also creates custom public speaking workshops for organizations, and gives keynote speeches on topics such "How to Talk So People Will Listen," "Build Your Client Relationship by Speaking Naturally," and "Confident Communications for Women." Her one-on-one speaker coaching sessions are tailored to each person's needs; she shows her clients how to build on their natural communications strengths, using the materials they want to deliver well.

Connect with Jezra: www.SpeakUpForSuccess.com or call 718.636.0836

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We help entrepreneurs leverage their time through delegation!

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quote




"May your life preach more loudly than your lips" - *William Ellery Channing*

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DON'T FORGET: *Father's Day is coming up-- June 16th, 2013!* ❤️