

hello

Nature vs. Nurture

Happy Mother's Day! Research has shown that becoming a mother literally changes your brain. A 2010 NIH study compared brain-scan images of women before and after they gave birth and showed that the size of gray matter in mothers' brains increased shortly after childbirth. Even more interesting was that the amount of growth seemed to directly correlate to the mother's enthusiasm and affection for her child at birth. What remains unclear though, is whether the experience changed the brain, or if the brain changed the experience.

This nature vs. nurture argument is also evident in entrepreneurship. In his book *6 Secrets to Startup Success*, author John Bradberry contends that entrepreneurs literally fall in love with their companies and that such powerful emotion can actually alter their personalities. He argues that in some instances, the path of entrepreneurship doesn't change people so much as reveal their true selves. Despite what nature may have dealt you, research also shows that success as an entrepreneur is the culmination of both physiology and hard work. We share strong core strengths- vision, drive and a passionate, opportunistic outlook. This month, appreciate and nurture your innate natural talents and abilities with the arsenal of insights and skills you've acquired over your lifetime.



-- Emily

go

For your calendar

- Women Entrepreneurs Rock the World Summit: May 8-9, 2013; NYC (Alexis Maybank to keynote)
- Thought Leaders Live: May 29, 2013; Long Beach, CA
- Inc. Leadership Forum: June 10-12, 2013; San Diego, CA
- SBA's National Small Business Week: June 17-21, 2013; Nationwide
- DoLectures USA: September 10-22, 2013; Hopland, CA
- NAWBO Women's Business Conference: October 3-5, 2013; Miami, FL
- 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:

- International Coaching Week: May 20-26, 2013
- 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

The U.S. Senate is expected to vote this week on a long-debated **Internet sales tax law**, paving the way for millions of consumers to start paying sales tax on online purchases. The legislation would allow the 45 states that currently charge sales tax to require large online retailers to collect tax on purchases made by their residents. The law would only apply to online sellers that have sales of at least \$1 million in states where they don't have physical operations, like a store or a warehouse.

Instagram introduces new tagging feature. "Photos of You," allows users to tag people, businesses, and products in photos. An individual or business can now tag their photos with any other Instagram user or product. Brands can curate the photos tagged with their name, choosing which to showcase on their profile. This adds a new level of consumer reach — the feature aims to compel users to interact directly with the brands and businesses they follow.

LinkedIn adds visual portfolio. For the first time, you will now have the ability to showcase your unique professional story using rich, visual content on your LinkedIn profile. This means you can illustrate your greatest achievements in the form of stunning images, compelling videos, innovative presentations and more. From the analyst who makes annual predictions on tech trends to the 3D animator who is looking to fund a new short film, the opportunities are limitless for how professionals can now use the LinkedIn profile to help showcase these unique stories in a visual way.

do

Do just one thing this month to improve your business

This month: Build a Blog Tribe Using Triberr

There really is only one way to create a successful blog. You need a network of other bloggers that will share your stuff, comment on your posts, and contribute content to your blog. What's the secret to getting 100's of comments every time you post? Leave 100's of comments on other people's blogs. That's it. To get, you must give. And giving in the blogging world means sharing, commenting, and writing.

As a blogger, I found myself doing these tasks over and over again. As an entrepreneur I knew that I also needed to manage my time. So I've created a platform that streamlines how a blogger spends his time. Triberr, a blog amplification platform that allows other bloggers to easily syndicate or reblog your content and comments. This brings an amazing level of community and engagement to your posts! It connects like-minded bloggers who are interested in reading and supporting each other. This core community, or Tribe, is the secret to a successful blog. Follow the easy get-started steps on this month's attached notecard. -- *Contributed by Dino Dogan; Triberr Founder*

:: The world record for most children birthed by a single woman goes to Mrs. Vassilyev of Russia who gave birth to 69 children between 1725 and 1765. ::

Twelve is produced exclusively for YOU and we want your feedback! Story idea or want to be featured? Just email us: twelve@delegatesolutions.com

thrive

Nurture Yourself = Nurture Your Business

One of the most precious gifts mothers give the world is the ability to nurture. The term "nurture" means "to support and encourage during development; to foster; to nourish." For many of us, our businesses are our babies. Often, in the pursuit of trying to nurture our businesses into great health (healthy bottom line, client/customer base, team, etc.), we forget to nurture ourselves. In doing so, we may find ourselves depleted, confused, and overwhelmed. The result? Your business can take a nose dive! If you want your business to thrive, you have to nurture yourself FIRST.

This month, commit to doing at least one nurturing activity each week. Make a list of 30 activities that replenish you. At the beginning of each week, select one item from your list and schedule time to partake of that activity. As you nurture yourself, you naturally nurture your business.

- *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

Congrats to Delegate Client, **Jeanie Engelbach** who was just featured in Redbook Magazine's *Life Hacks to Simply Your Life* post. Check out her 5 fun, fast & functional apartmentjeanie project ideas.

Oh and did we mention @NateBerkus retweeted her!? Rock on with your bad self girl...

Delegate Team Member **Emily Ginn** welcomed her first child, Caleb Ryan Ginn! Born 3/30 at 11:54 AM and weighed 7lbs 3.5oz. Mom and baby are doing awesome!

Have you had an awesome success in your business? Why celebrate it alone? We'd love to promote it here --> Just drop us a line!

DON'T FORGET:

*Mother's Day is this coming Sunday--
May 12th, 2013!* ♥

live



Food for thought

The Parable of the Mexican Fisherman

A boat docked in a tiny Mexican village. An American banker complimented the Mexican fisherman on the quality of his fish and asked how long it took him to catch them. “Not very long,” answered the Mexican. “But then, why didn’t you stay out longer and catch more?” asked the American. The Mexican explained that his small catch was sufficient to meet his needs and those of his family. The American asked, “But what do you do with the rest of your time?” The Mexican replied, “I sleep late, fish a little, play with my children, and take a siesta with my wife. In the evenings, I go into the village to see my friends, have a few drinks, and sing a few songs ... I have a full life.”

The American interrupted, “I have an MBA and I can help you! You should start by fishing longer every day. With the extra revenue, you can buy a bigger boat and direct a huge new enterprise.” “How long would that take?” asked the Mexican. “Perhaps 25 years,” replied the American. “And after that?” the Mexican asked. “That’s when it gets really interesting. When your business gets really big, you can sell and make millions!” “Really? And after that?” “After that you’ll be able to retire, live in a tiny village near the coast, sleep late, play with your children, catch a few fish, take a siesta with your wife and spend your evenings with friends.”

love



A few of our favorite things

App: SignNow

Easy, legal e-signatures from anywhere on any device. Open a document with one click. Draw, type or upload your signature. Signed copies via email or save to the cloud! Free version features unlimited signers and 5 new docs/month. Available online: signnow.com or in the AppStore.

Websites: Buy Brain Power by the Minute

Matchmaking small biz owners with MBA students to consult on projects and business challenges at pennies to what you’d pay a consultant. Fees range from \$10-100 per hour. Post your project and current and former MBAs bid. **HourlyNerd.com**

Got a bigger budget- check out **Clairty.fm** Pay by the minute to chat with leading business experts in a variety of fields. Want advice from Mark Cuban? Only \$166.67 a minute!

Prefer face to face? Try **LiveNinja.com** to video chat with highly-skilled people around the world ranging from Chefs, Accountants, Lawyers & Yogis.

give



Charities our community loves



International Rescue Committee: Rescue Gifts

Charitable gifts that save lives. Help families in crisis survive and rebuild. These high-impact gifts range in price and scope. For as little as \$24 you can give a mom in a disaster area a safe childbirth. For \$50 you can provide a mother to be with maternal health care or send a young girl to school for a year. Less than \$200 invests in a woman’s small business training. Select the rescue of your choice and they will send a personalized card to each recipient. Learn more @ gifts.rescue.org

learn



Knowledge is power

Blue Equals Green in 2013!

The Pantone Color Institute selected **Monaco Blue** as the forecasted color for Spring/Summer 2013! This means we will be seeing blue dominating fashion collections and influencing other industries as well.

Put this to use in your biz: The Journal of Business Research says that blue connotes trust, strength, security and dependability. It’s focused, professional, calming and clean- think Amex, Pfizer, Facebook, HP, Ford. It’s also been found to increase customer loyalty as well. Try using it as an accent to your existing marketing palette. Check out this great color scheme tool to find complementary and accent colors: colorshemedesigner.com The Hex code for Monaco Blue is: 104476.

Looking for more commitment? Try Emerald- Pantone’s 2013 Color of the Year! Hex code for Emerald: 01A58D

save



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Great gift baskets for Mom (and you!). Order online at www.omaroma.com
Offer valid until midnight on Sunday, May 12, 2013. When ordering, use the promo code: **twelve**

ask



Go ahead... pick our brains

How to Use Time Blocking Effectively to Get More Done

As an entrepreneur, your time is money. Developing strategies to become more intentional with how that time is spent creates the space for success. Time blocking is an easy technique to implement with a bit of planning and alot of self-discipline! Here’s what we advise clients to do:

First, identify your priorities and groups. Look at your goals for the year and set aside your largest blocks of time specifically to work on that goal. Until this goal is complete, everything else is merely a distraction.

Next categorize your activities and create buckets of time to accomplish the rest of your list. Group the common tasks together. For example: (1) client work, (2) marketing, (3) business development, (4) team management, (5) goal-setting and new initiative planning, (6) time with my assistant, (7) personal tasks. Schedule these as recurring appointments on your calendar so that the structure remains in tact each week.

It is crucial that you are organized going into your time blocks or they will not be effective. We have three techniques that you can utilize to make the best use of these blocks.

First, batch the tasks that need to be completed within each individual block to give yourself some structure. For example, if you are working in a “Client work” time block, strategically move from one client’s work to the next client to maintain focus rather than jumping around from client to client.

Second, use a task management tool that can categorize by context to match the time blocks on your calendar. We love an online tool called “Nozbe” which is based on David Allen’s GTD methodology. As you think of various to-do items, add them and quickly tag them to match the context. When you go into a block, just click on the context to access your list of active tasks and prioritize from there.

Third, track your time. When you start on a new block, start your timer. It can help hold you accountable to respect the block of time and also report on how your time was spent across the week. This can be really useful information to have as you look to improve your time management or identify areas to delegate.

Tweak as needed and re-shuffle based on what meetings and follow-up might be required for that particular week. It’s ok to allow yourself some flexibility as you move throughout your day. The key here is to develop a balance that works for you, so that you are embracing the system and using it and not feeling confined by it!

meet



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

Don’tcha just love the look of Twelve? Meet our talented designer Susan DeAngelus!

So hard to share this one, but it’s not fair to keep her all to ourselves! Creating visual communications for your business, Susan is an award-winning Philly-based graphic designer. She will listen to your creative needs and produce the work to get your message and company out to your target audience.

A creative who listens. Identity, collateral, signage... yes, she can! Connect: getcreative@shdgraphics.com



We help entrepreneurs leverage their time through delegation!

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share



Love Twelve and want to share? By invitation only:

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quote



“All I am or can be I owe to my angel Mother.”

- Abe Lincoln

online



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Update from last issue: Visit our blog to check out some amazing infographics we’ve found on everything from the top US cities for woman entreps to famous billionaires who never finished their degrees!