

hello

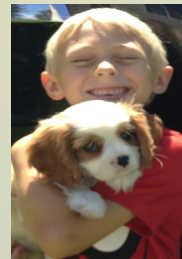
Just keep swimming

Happy Fall! Hope this issue of 12 finds you wrapping up a lovely, restful summer filled with amazing, happy, sunny memories. While we were in Maine last month, my son and I added a new member to our family! Meet Emmet (pictured on the right with my son Nathan)- our beautiful Cavalier King Charles Spaniel. Just to see him puts a smile on my face!

I don't know about you, but I am fall-obsessed! Sweaters, mums, hayrides, SBUX pumpkin spice lattes and cool fall nights bring me such refreshment! Nature always seems to bring us exactly what we need. For me, even though my summer was well-intentioned, it was also very challenging. Personally, I've had my plate full of some really difficult, distracting stuff. As if being an entrepreneur is not overwhelming enough, pile on "life" things and it's easy to feel out of control. I am thankful that I have an amazing support system of family, friends, team and mentors around me. They provide peace, perspective and encouragement in times of unrest.

As a natural goal-setter, it's been particularly difficult for me to scale down my ambitions to maintain my own life balance. One of the things that I've learned in my own journey is to "just keep swimming." If you're familiar with the Disney movie, "Finding Nemo" you know all about the challenges Dory faces, yet she is relentlessly optimistic. Great coaching has taught me that even if you're forced to move more slowly than you'd like; breathe, take smaller steps and just keep moving forward. Persistence will often help us succeed when all else fails.

Wishing you a fabulous fall! -- Emily



go

For your calendar

- DoLectures USA: September 19-22, 2013; Hopland, CA
- INC Women's Summit: September 18, 2013; NYC
- 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

Fewer Than 50 Staffers? Your Four Main Obamacare Options. Small businesses with fewer than 50 full-time employees (as defined by the U.S. Affordable Care Act) have four options in preparing for employee open enrollment on the new healthcare exchanges this October. (1) Do nothing. Businesses who meet the "50 or less" criteria aren't obligated to provide coverage under the ACA. Employees would be responsible for obtaining their own insurance and will be eligible for government premium subsidies if they qualify based on income and if they purchase coverage on the individual exchanges. (2) Do not offer health insurance, but offer help. Employers can find an insurance agent or broker to guide employees through the exchange. (3) Use the exchanges to offer one plan for all employees. Offer health insurance to employees through the small-business exchange in your state, choosing one plan for all employees. Employees enrolled in this plan will not be eligible for government premium subsidies, until at least 2015. (4) Obtain health insurance for employees outside of the exchange. Employers will become ineligible for the tax credits that are available to many small businesses offering coverage through the official, state-based marketplaces. Employees won't be eligible for government premium assistance in this scenario.

Google+ for iOS Bundles Hangouts and Google Drive Support. Google has released an update for their Google+ for iOS for iPad and iPhone. The iteration replaces Messenger with Hangouts, as well as adds support for Google Drive. Version 4.5 integrates the cloud storage service, allowing users to view, edit, and share photos that are stored in the cloud. Additionally, Google's move to replace the Google+ Messenger with Hangouts further consolidates their unified cross-platform messaging services. The latest version of Google+ for iOS is now available as a free download.

do

Do just one thing this month to improve your business

Refresh Your Home Office

The start of September usually signifies back to school and for the soloprenuer who hasn't been inside a classroom in years (or decades) the 'getting back to business' mindset is quite pervasive, which make this an opportune time to re-organize, re-freshen and re-vamp one's work space.

As a professional organizer I have contended with some truly unruly home offices which not only overwhelms the client, it stunts the business. A home workspace need not mirror an office cubicle to promote productivity, but it does need to be clean and clear of clutter.

If you have a designated office space with a proper desk, I recommend clearing the desktop of all non-essentials. Make sure the space you work in is comfortable - paint the room a soothing color, hang artwork you love or aspirational imaginary to serve as reminder why you declared the freedom of a solopreneurship to determine your own career path, office hours and location.

For a step-by step inspriation guide on how to further refresh your office, check out Jeanie's laser coaching notecard (attached).

- Contributed by Jeanie Engelbach; Connect with Jeanie online @ apartmentjeanie.com

:: According to a study done by Yale University, the smell of a crayon ranks #18 on the list of most recognizable scents for adults. ::



thrive



Broad-to-narrow goal setting

Accomplishing goals is an ever-changing process, not a one shot deal. Here's a 5 step process to help you achieve your goals. First, have a vision for your life. Then follow these steps:

- 1 year** - identify the top 1-3 things you could do in 1 year that will have the biggest impact in achieving your vision.
- 90 Day** - Break the yearly goals into quarterly milestones (tip: work backwards):
- Monthly** - break down what MUST be accomplished at the end of each month to meet your 90 Day goals.
- Weekly** - identify what MUST be accomplished at the end of each week to meet your Monthly Goals
- Daily** - focus on daily tasks that accomplish your weekly goals.

By using this process, you are destined to achieve your vision. It may seem tedious, but it works- and you're worth it!

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

smile



You're awesome

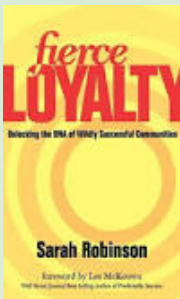


read



Worth a look

Create Raving, Loyal Clients with this Guide



A practical, put-it-to-work-now guide for understanding, building and fostering a Fiercely Loyal community of clients, customers and raving fans. Building and sustaining a fiercely loyal community of clients, customers and raving fans is critical for success in today's turbulent marketplace.

Organizations, both corporate and non-profit, that are thriving have discovered a secret – the underlying DNA shared by all wildly successful communities. Fierce Loyalty unlocks this secret DNA and lays out a clear model that any organization of any size can follow. Author and business strategist Sarah Robinson helps you break down the process and gives you clear, specific steps for creating and maintaining a fiercely loyal, wildly successful community and put it squarely in the center of your business plan.

love



A few of our favorite things

App: Argus

Argus turns your iPhone into a sophisticated health and fitness device as it monitors and manages your activities, food, workouts, sleep, hydration, weight and vitals, helping you make sense of numerous bio-feedback data points to reach your health goals and improve overall well-being. Featured in New York Times, USA Today, TechCrunch, the app is designed to harness every aspect of mobile computing to monitor your lifestyle without compromising your privacy. Argus is engineered to run 24/7 with minimal power consumption.

AirDisplay 1.2 for iPad

A second monitor can be a boon to productivity, as you can keep Outlook, Twitter, or other potentially distracting work elements on a second screen. That's where Air Display comes in: It turns your iPad into a wireless second LCD monitor for your Mac or PC! This app by Avatron is just \$9.99 in the app store.

give



Charities our community loves



Each month at Delegate, we select one team member and support their favorite charity through donation and promotion. This month's winner was Cherie and her selected charity was the AHA.

"I selected this charity because (1) My son Justin was nominated for the Be Kind to Animals™ Kid Contest in 2010 and won the grand price of \$1,000 – now, I would like to pay it forward and (2) they are advocates for policy and legislation that will benefit children and animals and keep them safe from abuse and neglect." - Cherie

Since 1877, the historic American Humane Association has been at the forefront of virtually every major advance in protecting children, pets and farm animals from abuse and neglect. Today they are leading the way in understanding human-animal interaction and its role in society.

Learn more or give @ americanhumane.org

learn



Knowledge is power

Is Your Website Really Driving Sales?

One of the strongest ways you can make an impact with your website is to design for conversion. Conversion basically means that the visitor is taking an extra step in their web experience by contacting you. Taking website visitors on as new customers or clients is the end goal of your website, and conversion optimization will help you do just that. Such optimization can range from the simplification of design, to the use of whitespace, to incorporating actionable design assets and elements. Consider the questions below when evaluating your own website:

- Of those searching your product/service online (on Google, Bing, etc), how many are visiting your website?
- Of those visiting your website from search, how many are contacting you for information or buying?
- Out of every 100 people that visit your site, how many do what you want them to do (buy, fill out a form, sign up for a newsletter)?

- Contributed by Ben LeDonni; Founder of Creative MMS, a web design and development firm based right here in Philly! Contact Ben @ www.CreativeMMS.com

sell



Content marketing strategies

The Cheapest, Most Effective Form of Marketing That Consistently Gets Results

Content marketing is the process of developing and sharing relevant, valuable, and engaging content to a target audience with the goal of acquiring new customers or increasing business from existing customers.

Studies show that:

- Content marketing costs 62% less than traditional marketing methods. – Hubspot
- Because 61% of consumers say they feel better about a company that delivers custom content, they are also more likely to buy from that company. – Custom Content Council
- 90% of consumers find custom content useful. -TMG Custom Media

Clearly, the numbers speak for themselves. Content marketing is less expensive than traditional marketing, it's more effective and you can get started quickly (whether you do it yourself or outsource it). Here's how to get started:

1. Make a list of the issues your ideal clients are struggling with.
2. Create an editorial calendar for your content based on the "sweet spot" of what your ideal client wants and the solutions you offer.
3. Allocate resources (staff, time, money, etc.) to develop or re-purpose content according to your editorial calendar.
4. Measure your results and adjust as necessary.

- Contributed by Sydni Craig Hart, The Smart Simple Marketing Mentor, helping busy entrepreneurs increase their revenue and meet their goals. Get your FREE "Get More Clients, More Visibility and More Freedom" Toolkit at www.smartsimplemarketing.com.

ask



Pick our brains

Take your Phone System Virtual

Maintain that personal touch connection with your clients and customers, even when you're not at your desk! When a customer or client calls your business you want that friendly smiling voice on the other end to make them feel welcome and important. Here are a few options with features that do just that!

Google Voice: FREE! Learn More: www.google.com/googlevoice

- Choose your own number (either pick a new one, or use your cell)
- Have your voicemails emailed right to you (with transcription!)
- Ring your computer and your phone
- Set up a series of several numbers to work as a hunt group
- Select auto-answer/screening, or turn this feature off

Grasshopper: Plans start at \$12/mo and are minutes-based **Learn More:** www.grasshopper.com

- Select a toll free or local number
- Unlimited extensions
- Call forwarding
- Voicemails via email and manage online or by phone
- Record custom greeting, add departments / employees, get calls, voicemails, and faxes anywhere you are.

Check out these other great options too: Onebox & EVoice

meet



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

Social Media and SEO Support for Entrepres: Meet Janine Acceturo

Certified in Social Media and SEO Marketing, their mission is to help busy professionals who simply don't have time to manage these tasks themselves. We strengthen your social media and online presence by providing solid strategic solutions while saving you time and money. Connect with Janine @ 800-515-5877 or online @ www.elitestrategicbusinesssolutions.com



We help entrepreneurs leverage their time through delegation!

814.FOR.DVBS/ emily@delegatesolutions.com

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share



Love Twelve and want to share? By invitation only:

delegatesolutions.com/twelve

quote




"Logic will get you from A - Z. Imagination will get you everywhere."
- Albert Einstein

online



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