



OCTOBER 2013

hello

Spooked by Sales?

Happy October! Q4 is upon us and here at Delegate, the start of Fall marks the start of heavy sales work for me and my team this year. In a business that has been built almost exclusively by word of mouth and referrals, having to become more intentional with our sales efforts makes we want to hide in a dark corner and eat LOTS of candy! I share this with you because like any boot-strapping entrepreneur- no matter how scary the task, I am committed to putting on a brave face and figuring it out as I go. That means lots of masterminding with peers, lots of reading and lots of creative research and development with my team.

It also means re-framing the way I think about selling. Dan Pink writes in *To Sell is Human*, "Like it or not, we're all in sales!" It's just one of the many hats we have to wear each day. I choose to approach it with positivity and integrity- selling services that I know serve people and make a difference in their lives. In this way sales just becomes a socially conscious way of balancing money making and helping your customers get what they want and need! Dust off that sales hat and make it an awesome month!



- Emily

go

For your calendar

- NAWBO Women's Business Conference: October 3-5, 2013; Miami, FL
- Women 2.0 Conference: November 14-15, 2013; Las Vegas
- Global Entrepreneurship Week: November 18-24, 2013; Worldwide
- Lean Startup Conference: December 9-11, 2013; San Francisco, CA
- Launch Festival: February 24-26, 2014; 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

Obamacare begins! October 1 was opening day for Obamacare's central feature: the health-insurance exchanges. In general, only businesses with 50 or fewer full-time-equivalent employees will be able to purchase health insurance through the new exchanges. The Affordable Care Act calls for all businesses with at least one employee and \$500,000 in annual revenues to give employees a written notice informing them: (1) that the health exchanges are open, and (2) that, even if they have coverage through work, they may be able to get insurance more cheaply in the exchange. If you miss the deadline, there will be no penalties for failing to make the notification on time.

There is an easy-to-use search tool at Health.gov. Just select your state and you'll find a link to either your state-run exchange or to the federal exchange, where you can start examining your options. You have until December 15 to sign up for plans that start coverage on January 1, and until March 31 to enroll for plan year 2014. After that, though, you'll have to wait until October to sign up for coverage starting in 2015.

Court: Facebook Likes Are Protected Speech. A federal appeals court in Virginia has ruled that anything you Like on Facebook can't and won't be used against you, in a court of law or anywhere else. U.S. Circuit Judge William Traxler wrote that Facebook Likes are substantive speech, and therefore protected under the First Amendment. Though the meaning of social-media actions is not always so straightforward, the meaning that the user approves of something on another Facebook page is unmistakable.

Google Looking Beyond 'Cookies' to Track People Online. Google, the leader in online advertising, may abandon "cookies" and transition into its own consumer-tracking system. This internal protocol would assign each individual user an "anonymous identifier." Though the move could make it more difficult for other advertisers to get the data they've come to rely upon, the Google system could produce new insights into how users consume goods and media online, hence piecing together a unique profile for every user. Instead of placing you into one of many consumer profiles, Google could create one just for you.

do

Build a new biz or strengthen your existing one with *The Pumpkin Plan*

Years ago, I hired a business coach. He told me I was doing 95% of things right, but it's the other 5% that's throwing me off. I went through the list of things I needed to change and it was overwhelming. Then, I read an article about a pumpkin farmer who grew nearly one ton pumpkins. He said that he was just like any other pumpkin farmer, but he does it 5% differently. And that's what triggered the Pumpkin Plan. I researched colossal pumpkin farming and discovered the few things they do differently results in explosive growth of the pumpkin. I applied it to my own business. And with just that little 5% change, my business started growing.

Apply the Pumpkin Plan when you've hit a plateau. Every business hits that certain sticking point whether it's \$100,000 in sales, or \$10 million. You can implement the Pumpkin Plan from day one. In the book I discuss over a dozen different industries because I wanted to prove how it can work in anything. Stuck? Deploy it! If you're just starting out but have some business experience, deploy it! -- *Contributed by Mike Michalowicz, author of The Pumpkin Plan.* Connect with Mike: www.MikeMichalowicz.com

:: An intense and persistent fear of Halloween is called "Samhainophobia". ::



thrive



Do I deserve to succeed?

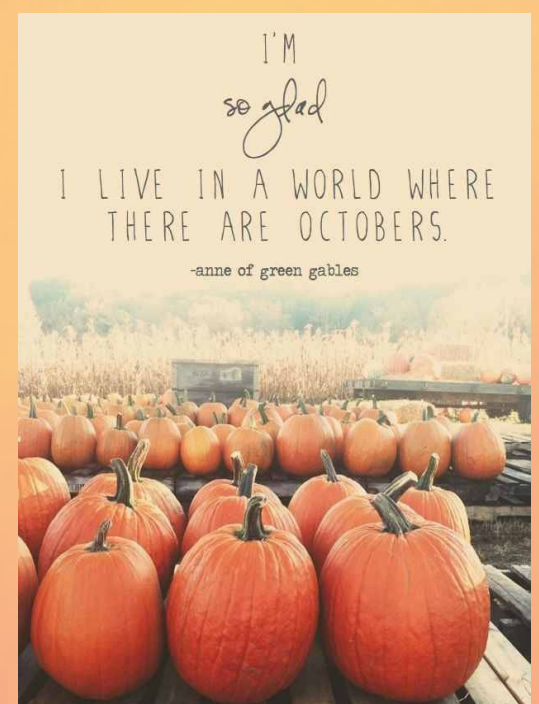
In coaching many amazing women entrepreneurs, one common theme keeps arising. There is an inevitable moment when my clients question whether they "deserve" to really succeed. Unfortunately, the answer to this question will vary depending on your mood. On good days, you'll say, "Absolutely" without hesitation. But on bad days, this question is enough to keep you stuck in a rut of inaction.

Here's my quick and dirty piece of advice: change your question. Instead of getting stuck in this slippery conundrum of self-worth, stay focused on being of the highest service to your clients or customers. Your new question should be, "How can I be of the highest service?" By focusing on how you can best serve, two important things happen: (1) you're able to take better action because it's no longer about how good or bad you are, it's about how you can help (everyone has the ability to help others), and (2) you create a better product or service.

Of course you deserve to succeed! By changing your question to how you can be of the highest service, you ensure that you WILL succeed.

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.

savor



learn



Knowledge is power: Perks

Looking for a perks program for your team that offers big savings for them without breaking the bank? Think this is not an option for small business? Meet [Anyperk.com](#).

AnyPerk provides employee perks and VIP treatment in fitness, telecom, entertainment, travel, and much more.

Over 2500 startups and small businesses are joined together offering their employees AnyPerk. This allows buying power to partner directly with amazing brands, bringing everyone incredible value and VIP treatment. The cost? About \$5 per employee per month.

Recently here at Delegate we rolled this out to our team as well and the savings speak for themselves. In just two months AnyPerk tracked over \$1,000 of savings for our team on their private purchases.

Features include a custom branded employee portal with your logo, custom dashboard options, "request a perk," and dedicated employee support.

love



A few of our favorite things

Centzy.com Known as the "Kayak" of local services like manicures, dry cleaners, salons, etc., Centzy provides you with the most relevant information on local services, like prices, hours, and reviews all for free. Available in most major metro US areas- if you have a local biz, be sure to claim your page!

MindNode - MindNode is a powerful and intuitive mind-mapping application. Its focus and flexibility make it the perfect tool for brainstorming and organizing your life—and iCloud & Dropbox support means you always have your mindmaps with you. Available for \$9.99.

Pocket - Formerly known as Read It Later, this free app can be used to save articles, videos and web pages that you don't have time to read but want to return to later. Like Evernote, the app syncs across platforms for easy access and streamlined link-saving. It also doesn't hurt that CNET gives Pocket a five-star recommendation!

give



Charities our community loves



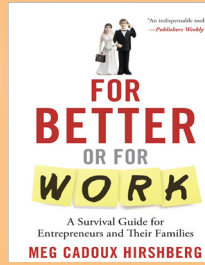
This month our team chose to support the **Make a Wish Foundation**. Team member Emily W selected this charity because "It's simply amazing to see a kids face light up when their wish is granted. Like a fairy tale, the Make a Wish Foundation helps children and follows through with their actions."

Make-A-Wish® grants the wish of a child diagnosed with a life-threatening medical condition in the United States and its territories, on average, every 38 minutes. They believe that a wish experience can be a game-changer and inspires us to grant wishes that change the lives of the kids we serve. Choose to donate locally, nationally, internationally or in memoriam. [Donate at wish.org](#)

live



A really good read



Discover how to build a successful business and follow your passions without sacrificing healthy family relationships to the financial and emotional roller coaster that is entrepreneurship.

How does someone who is obsessed live peacefully with others who are not? This is a vital guide to navigating the emotional and logistical terrain of business-building while simultaneously enjoying a fulfilling family life. From the trials of co-habiting with a home-based business to the queasy necessity of borrowing money from family and friends to the complexities of intergenerational succession, no topic is taboo.

sell



Use automated email messages to keep the money rolling in

Did you know that it takes approximately 7 interactions with a prospective client before they buy from you?

Because of this, it's important that you capture every name and email address that you can from visitors to your website and follow up with them quickly to start getting to know them and developing a relationship with them. Whichever option you choose, the focus should be on a specific problem the reader is facing and your providing them with a solution that they can implement.

But just capturing names and emails is not enough. You need to STAY in contact with them, and that's where your autoresponder comes in. An autoresponder is a series of pre-scheduled emails that go out at specified intervals. You can set this up with your email service provider, such as Constant Contact, Aweber, Infusionsoft or 1ShoppingCart (aka Net Office Toolbox). So how can your autoresponder series help pay for itself? There are lots of ways, including:

1. Provide a useful, but brief course - In each lesson, make sure you educate them about how they can schedule an initial consultation with you. This will empower your prospect to make a good decision, but also train them as to how to be an ideal client for you.

2. Solicit feedback - This is a highly effective technique that most businesses miss. Use your autoresponder series to find out more about the prospect. Ask questions about their likes / dislikes, what prompted them to reach out to you and what types of solutions they are looking for. Be sure to acknowledge their input. (Infusionsoft makes it easy for you to do this in an automated way). Most importantly, listen to what they have to say.

3. Affiliate Promotions - While you don't want every single message you send out to be a promotion to buy something, a few of your follow up emails could include an affiliate promotion of some sort. It's only natural to want to share information about products and services that will make the lives of your customers easier. If you can promote something like web hosting or a monthly membership these are great because you'll generate a recurring income from one follow up email.

When you follow these tips for using autoresponder follow-up messages, you set up a system for generating passive income. You do the work once and increase your income for as long as people continue to subscribe to your list. - *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: Receipt organization

Who doesn't despise all those pesky receipts and searching through tons of paperwork to find the right expense when it comes that time of the year? Here are a couple examples of cool virtual receipt tools we use with clients to help keep yourself and your wallet a bit more organized.

Expensify - Plainly stated, expense reports that don't suck. Expensify lets you lose the paper receipts while never having to type detailed receipts again. There is unlimited storage and an auto-association tool that connects the receipts to your expenses. Expensify is a free tool that also carries expense reports, administration, compliance, mobile features, and seamless integration. Includes a free mobile app and even captures mileage!

Shoeboxed - A super-fast and simple way to turn your pile of receipts into digital data saving you time, money, and hassle. How you say? Simply send Shoeboxed your receipts, business cards, bills, or other documents via mail or email and everything will be carefully sorted and scanned into a secure account. All data is organized, including an IRS accepted image of each document, and then human-verified, categorized, and ready to access from anywhere to export into dozen of tools.

meet



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

Meet Melissa Cassera! Award-winning PR Expert and President of Publicity Firm Cassera Communications. When it comes to turning business owners into celebrities, she's the real McCoy. Melissa has 10+ years of experience as a PR strategist, marketing + communication virtuoso - and has led multi-million dollar campaigns for companies + start-ups in the US, Canada, the UK, Japan, and France. Her clients regularly score national media attention, book deals (with bidding wars), paid speaking gigs - and sometimes, 6-figure spokesperson deals + reality TV show pilots. Grab her free eBook chock full of simple tips + challenges that will transform your business into a totally addictive, utterly irresistible guilty pleasure - for your audience, for the media and for YOU. <http://casseracommunications.com/business-challenge/> or email her: melissa@casseracommunications.com

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*delegation perfected

We help entrepreneurs leverage their time through delegation!

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quote



"What you are is what you have been. What you will be is what you do now." - Buddha

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