

# *Back to Business*

STARTUP + MARKETING ADVICE FOR WOMEN ENTREPRENEURS



MAKING SENSE OF MAKING MONEY ONLINE

*sista* SENSE

IN PRINT

# Back to Business

WEBINAR CONFERENCE | OCTOBER 2, 2013



LASHANDA

TANYA

CARLA

KATRINA

PAM

LUCINDA

RICHELLE

CHERYL

## BACK TO BUSINESS WEBINAR CONFERENCE

Because the success of your business depends on the company you keep.

The power circle series of webinars and live conference events for web women entrepreneurs was created by SistaSense founder LaShanda Henry to help you make the right choices and changes with respect to taking your online business to the next level.

When you look around your business and your life, who is there to lift you up and push you forward? I want to expand your power circle by inviting you into mine.

- NOW is the time to turn those dreams into reality
- NOW is the time to learn from professionals genuinely invested in your success.
- NOW is the time to get direction and build a supportive power circle of your own.

Enjoy our full day of motivation, information, and powerful connections whenever you like. Visit [b2b.sistasense.com](http://b2b.sistasense.com) for details on accessing the replays and or updates on the next virtual conferences and live events.

# sistaSENSE

## CONTENTS



### 4 GET LASER FOCUSED



### 10 THE ART OF ACTIVATION



### 11 GOT GOOGLE JUICE?



### 24 GENERATING REFERRALS



# 3 Ways to Get Laser Focused

BY CARLA CANNON

Power Circle Expert

[www.womenofstandard.org](http://www.womenofstandard.org)

As we approached our second anniversary with Women of Standard Magazine and I began to think back over the past two years there were many distractions that tried to detour me from working diligently to manifest the vision God had given me.

I recall my mentor saying on one of our coaching calls that it was time to get laser focused. I began to think about that and immediately agreed because life is full of distractions and everything does not need our attention although it so often claims it.

Three ways to help you get laser focused:

**Develop a Plan** In order to get focused you must first know what it is you are to be focused on. When you write down your goals and keep them in front of you, you are more likely to accomplish them.

**Eliminate All Distractions** If you are going to fulfill your dreams in life you will have to remove what my mentor calls vision blockers and minimize unfruitful conversations. In this season you must be careful what you spend your energy on for you will need it in order to reach your goals.

**Believe** Another way to remain focused is by believing what God said and trusting that it will come to pass! Nothing shall be impossible for you if you will continue to believe!

So for the next three months be determined to end this last quarter with a bang and get laser focused and know that your dream shall come to pass if you will only keep at it!

**Carla Cannon** is the founder and CEO of Women of Standard Magazine [www.womenofstandard.org](http://www.womenofstandard.org).



# 5 Ways to Jumpstart Your Life for Success

BY CHERYL A PULLINS

Power Circle Expert

womanentrepreneursmentor.com

## #1 See Where You Are Going

One of the most relied upon of the five senses is sight. Sight on a basic level is the ability to see with your physical eyes. But if you dig deeper the ability to see includes creating a mental picture; a visualization. Familiar with the term “mind’s eye”? This term refers to the human ability for visualization, which is experiencing visual mental imagery. Basically, the ability to “see” with your mind. Helen Keller said, “The only thing worse than being blind is having sight but, no vision.”

From this place of seeing you can begin to jump start your life. Use your “mind’s eye” to see yourself in the future. Where are you? Are you living the life you dreamed of living? Are you experiencing success in all areas of your life? Do you have balance? Say to yourself, “I see you in the future and you look much better than you look right now!”

Visualize the life you want and deserve to live. Harness what you see to help create the path to get from where you are to where you want to be. Use vision to see where you are going.

## #2 Pursue Your Passion

Dare to create a vision for your life? Tap into the creativity embedded within you to reach your destined place of purpose. Have you taken the steps necessary to find your purpose? That very thing you are passionate about could be the spark you need.

I was inspired to become a life coach because I encountered individuals who have shared with me that they don’t know their life’s mission. They didn’t know why they are on this earth at this appointed time and in space. Some stated they have no desire to invest



their time, resources or energy to finding their purpose, maximizing their potential and igniting the passion within. I hope you are not at this place in your life; however, if you are then you are reading this at the right time.

Now is the time for you to invest in you. You may have spent years, an enormous amount of resources or endless hours working toward something that is not germane to your life’s call. But take the time to think about that thing in your life which makes you sing. That thing you begin to talk about to the point where people can see the twinkle in your eye and the glow in your countenance. Discover, unleash and pursue your passion.

## #3 Act on Your Goals

Take a close look at the word “goal”. The first two letters make up the word “go”. Go, to move on a course, proceed or to take a certain course. It is just that simple. Goals are not as complicated as we make them out to be. For example, your goal is the bigger picture. For this example our goal or bigger picture is to go food shopping. There are a number of “tasks” we must complete in order to reach this goal. The basic tasks include preparation, going outside, getting into the car, putting the car in gear and “going”.



An effective way to help reach your goals is to break the bigger goal down into a series of tasks. With this in mind, you may only want to tackle two to three goals at one time. Why? Because when you list out the tasks associated with each goal the list can become pretty long. Begin small, be persistent and consistent.

#### **#4 Rev Up Your Engine**

In thinking about revving an engine, car racing came to mind. In preparation for a high speed motor race revving the engine prepares the car for optimum performance. To get your car warmed up for the race ahead.

This is certainly a principle you can apply to your life. Revving your personal engine is a great way to prepare yourself for the race head. Life is often viewed as a race. It takes many components for you to not only get in the race, but to sustain it with speed, persistence, consistency and accuracy. You are the driver and the car you have been given is called life. One of the keys to life is learning to drive and navigate with wise efficiency.

One of the ways to “rev up your engine” is to create positive affirmations which are consistent with the way you see your life in the future. They should be

positive and written in present tense. View your future with your “mind’s eye”.

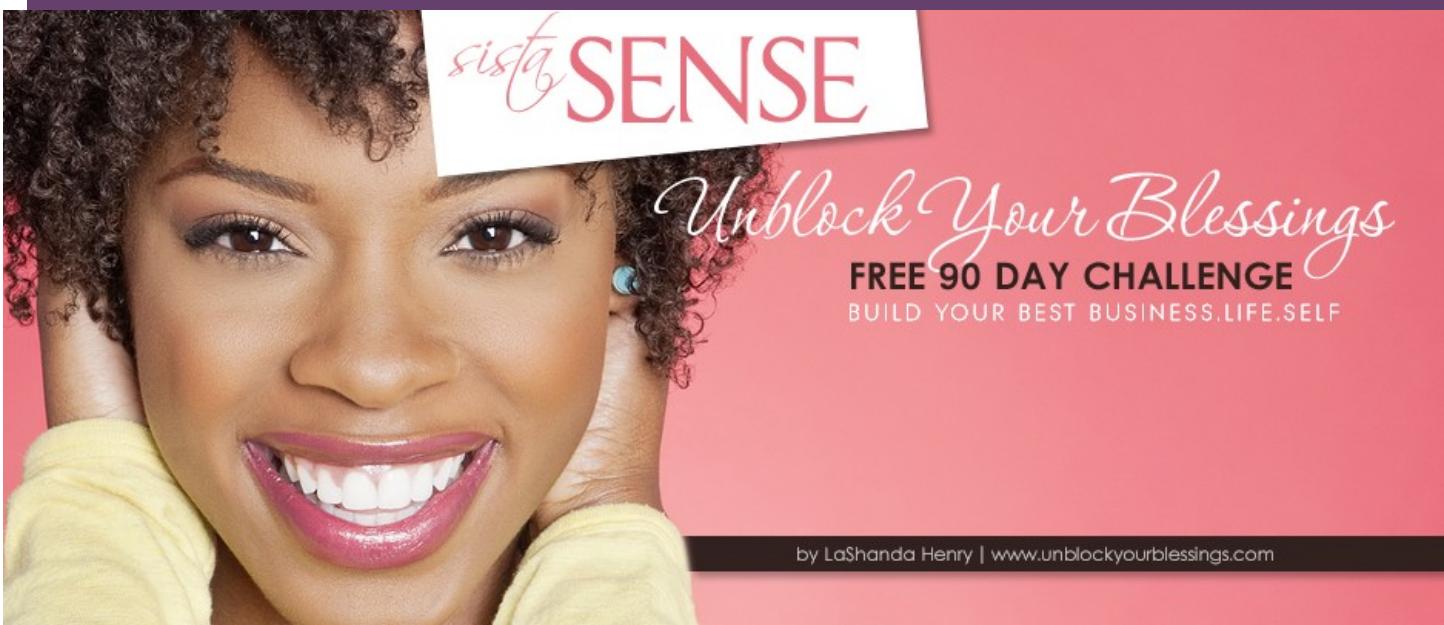
#### **#5 Kick Start Your Life**

To “kick start” your life is just another way to say “jump start”. It is time to restart fresh and re-energize your life. Little to no progress can be made if you are stuck in life with no “spark” to help provide the kick start you need.

In the movie Inception, “the kick” was necessary to awaken a dreaming individual to get them from one level to another. Sometimes in order to get to our next level in life we need a kick. It is time to make room for new experiences by removing thoughts, ideas and concepts that are not helping you to get to your new level in life. What may have worked in the past may not work for your future.

Kick start your life by connecting with the right people, changing the way you see your life, pursuing your passion and getting the tools and resources you need to jump start your life.

You can receive more inspiration of awesomeness from my weekly podcast show, Awesome Living with Cheryl Pullins, [womanentrepreneursmentor.com](http://womanentrepreneursmentor.com).



## Unblock Your Blessings

Build your best Business.Life.Self. 90 Day Challenge for Women Entrepreneurs

We all have our own unique gifts and talents. It's taken me a few years, but I finally realized of all the things I am good at (designing websites, working at home, mentoring other women) I am really GREAT at figuring out how to make things happen for myself.

Turning a vision into a reality is easier said than done, you know this. But I have a gift, I know how to consistently overcome circumstances and achieve my definition of success! More importantly, I know how you can do the same thing, which is what I want to share inside my free Unblock Your Blessings – 90 Day Challenge.

I've been quietly working on Unblock Your Blessings for about a year and a half, but this is actually 33 years in the making because it's based on everything I've learned about building my best business, life and self. And now I am finally ready to share UYB with you.

Join the Unblock Your Blessings – 90 Day Challenge today and I will show you how to make it happen SistaSense Style - [www.unblockyourblessings.com](http://www.unblockyourblessings.com).





BBW

Black Business Women Online

[www.mybbwo.com](http://www.mybbwo.com)



# The Art of Activation

BY LUCINDA CROSS  
Power Circle Expert  
[www.lucindacross.com](http://www.lucindacross.com)

Many people are running around buying stuff they don't need, to impress people they don't like, in order to live a life they don't enjoy. Why? Because they have not grasped the Art of Activation.



## 3 STEPS TO ACTIVATE YOUR LIFE TODAY

### #1 Give Your Voice Value

When you begin to realize how important and valuable your message is, you will understand that you have been undercharging life. This can be a huge disservice for your personal and professional growth. My mentor told me to put a sticker on my computer that reads: "I deserve to be compensated because I bring value to the table."

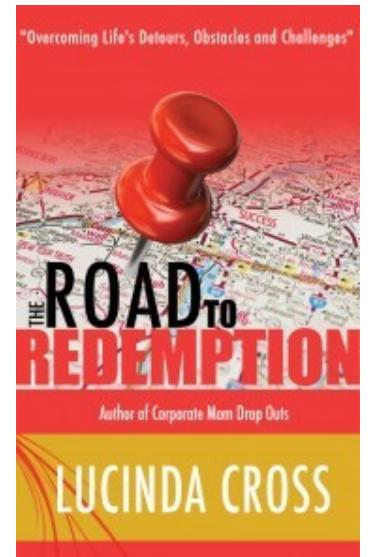
### #2 Get your Blessings Confidence

Go get your confidence and then go grab your blessings. One of the reasons why I had Les Brown lead a two hour session first thing in the morning at the Activate Conference is because many people bypass their customized blessings due to lack of confidence. When you are confident in your ability and understand that you bring value to the table, you begin to take inspired action towards getting all the flavor out of

the sweet blessings God has placed at your feet.

### #3 Cross colors

Embrace diversity, I like to call it adding color to your profile. I have a mix of business associates from all colors, races and nationalities. This helps my brand awareness and outreach. I have a message that is for any nationality and gender. I chose to direct my focus towards women with a message. Embrace change and get in the mix.



### Are you ready to ACTIVATE?

Pick up your yellow brick and join Lucinda at the Activate Conference . It is all about creating a platform for your message, movement and ideas. [www.activateconference.com](http://www.activateconference.com).

# Got Google Juice?

BY PAM PERRY

Power Circle Expert  
www.pamperrypr.com

I'm not claiming to be an expert SEO or a whiz at Web Analytics and I really am not a "geek" or a "techie." I am a public relations professional who re-invented my business and have made some pretty significant strides in the online world. This year alone we've been honored with five awards and received trade publicity for our social media marketing tactics.

## SOCIAL MEDIA MARKETING IS PR 2.0 AND IT'S WORKING FOR OUR PR COACHING CLIENTS.

As true as the above statement is, a lot of folks still don't "get it." They think Social Media Marketing is just trend, but it's not. It is a way of life now. It is the new economy. It is the way companies are thriving while other companies who aren't "GOOGLICIOUS" are dying.

### Test Your Googlicious Quotient:

Do you have a Facebook account with at least 1,000 friends in your niche?

Have you set up a "Like" Page for your brand, book or business and connected it to Twitter?

Do you tweet at least 5 times a day by adding value?

Do you use Twitter tools like Tweet Deck or Hoot Suite with your tweets?

Do you have an updated and full and complete Google profile?

Have you set up a YouTube video channel that brands you by name and look?



Have you created at least one video and posted it on your channel with relevant key words to your brand?

Do you have a LinkedIn account with recommendations from others proving you to be all you say you are and key words in your "about me" section?

Are you part of any groups in LinkedIn and post comments with links (live urls) there often?

Do you blog regularly (at least once a week)? Do you have blogroll on it and RSS feed?

Do you podcast or are featured on Blogtalk Radio frequently?

Do you have photos of yourself tagged on your blog or website with your name as the description?

Have you secured a personal domain of your name at a "dot com?" Have you used NameCheck.com to secure your social media "real estate"?

Do you have a list of the key words people search for in your industry? Do you use them in blogs and in other content-sharing activities?

Have you installed Google Analytics to your blog or website? Do you know where your traffic is coming from and where they are going when they land on your site?



Do you have a Friend Feed account?

Do you Bookmark items in Digg, StumbleUpon or De.lic.ious?

Do you have a professional Flickr account for your photos and videos?

Do you have a SlideShare, Scribd or Google Docs account?

Do you have an email marketing program that posts your emails to your social networks?

Do you post articles in article directories and/or do you regularly distribute social media releases?

If an author, do you have an updated bio, your blog and video in your Amazon profile? Do you have an online press kit?

Are you connecting with your core customer in Facebook, Twitter or LinkedIn by delivering "fremiums" to them and growing your email list an average of 10 per week?

Do you have RSS "chicklets" or "widgets" on your blog or website that gives you back links, which is key for SEO rankings?

Do you have most of the Google products: Google Reader, Google Friend Connect, Gmail, Google Talk, Youtube, Google maps, photos, Feedburner and Google Buzz?

#### **IF YOU HAVE 15 OR MORE "YES" ANSWERS:**

You are on your way to being very Googlicious and having your possible customers, potential clients and media find you. Once they find you – that's where the "Ka-Ching" happens!

People are searching in Google – can they find you? And once they find you, do you know how to convert that connection into a customer?

PR Coach Pam Perry is a social media strategist and helps authorpreneurs garner publicity and leverage online strategies. As a 20-year PR veteran, she is also the co-author of "Synergy Energy: How to Use the Power of Partnerships to Market Your Book, Grow Your Business and Brand Your Ministry." For a free MP3 of "What Every Author Should Know," go to <http://www.PamPerryPR.com>.



**Build It On A Budget - New SistaSense Series**

by LaShanda Henry 75 views

**Building A Website On A Budget - The Basics**

by LaShanda Henry 140 views

**Building A Website On A Budget - The Essentials**

by LaShanda Henry 94 views

**Client Site:**  
[www.gracefulgirlz.com](http://www.gracefulgirlz.com)

## Build It On a Budget

Tips and Tools for Entrepreneurs

As a work at home mom I know exactly what it means to build a website on a budget. As a matter of fact, when I built my first website I didn't even have a shoestring budget. I was working with a floss string budget! Smaller than you can even imagine, but I made it work.

With that thought in mind, I built my web design business to specifically service those entrepreneurs going through a similar experience. When you are starting small they say you can't have it all, but I believe that you still deserve a professional website to best reflect your business. I spend quite a bit of my time working on new ways to share quality, affordable website solutions with entrepreneurs and small business owners, which is why I developed the 'Build It On a Budget' video series available to watch at [buildit.sistasense.com](http://buildit.sistasense.com). I share a wealth of information for startups including the web tools that I use when developing sites; plus my current web design offerings.

As both a web and graphics designer I can help you with a range of digital projects including custom wordpress websites, ning networks, banners, flyers, newsletters as well as original logo designs. To review a complete listing of my design services visit [prettyprofessionalwebsites.com](http://prettyprofessionalwebsites.com) and/or [webdesign.sistasense.com](http://webdesign.sistasense.com).

## **JOIN OUR JUMPSTART YOUR BUSINESS WEEKLY CALLS**

Would you also like to join my weekly calls and learn "How to Make Money Online" SistaSense style? If your answer is yes, join the SistaSense Circle for as little as \$7 / month to participate in weekly calls, have access to online marketing and sales training with mentorship, plus monthly issues of SistaSense In Print Magazine. For full details visit [jumpstart.sistasense.com](http://jumpstart.sistasense.com).





WWW.SISTASENSE.COM | @SISTASENSE

# 5 Limiting Beliefs about Business Systems

BY TANYA SMITH

Power Circle Expert

[www.tanyasmithonline.com](http://www.tanyasmithonline.com)

Do you think creating systems takes too much time or costs too much? Listen to coach Tanya's podcast on using systems to help with your business success online. **Podcast available at [tanya.sistasense.com](http://tanya.sistasense.com)**



There is a lot to get done in any business, unless somehow you just walk into one that runs itself. What we tend to do is become "fire-fighters", putting attention and time to only those things that appear urgent or necessary.



**No business owner can operate on high velocity for long without burning out quickly.**

Much of the time, we're operating this way for lack of the right tools and systems in place. And even beyond that, we are thinking in such a way that we limit our own ability to get the results we want.

I've created a 12 minute podcast in which I share the 5 limiting beliefs entrepreneurs tend to have and how to replace these with supporting beliefs for success.

**These limiting beliefs are:**

- I have to do it all by myself;
- Creating systems takes too much time;
- Systems are too impersonal;
- I'm not a "systems thinker";
- Systems cost too much

If you've ever said one or more of these things to yourself, listen up for tips on how to turn these beliefs around.

**Visit [tanya.sistasense.com](http://tanya.sistasense.com) to hear Tanya's free podcast session on systems.**

Tanya Smith is a creative business strategist and coach specializing in showing service based solo entrepreneurs how to simplify, save time & stand out with simple strategies that engage more quality leads and clients.

# How to Raise Your Prices Without Losing Your Clients

BY KATRINA M HARRELL

Power Circle Expert

[www.katrinamharrell.com](http://www.katrinamharrell.com)

Eventually in your business you've probably considered or are forced to increase your fees or prices. And for many doing so without losing your most valuable clients/customers comes with a level of anxiety and perhaps fear.

Will they go to another competitor? Will they begin to bad mouth me and tarnish my reputation? Will they simply laugh at me and threaten to leave if I raise my prices another penny?

However at some point, especially if you offer time based services (charge by the hour), you'll need to increase your fees, give yourself a raise and expand your business. We all have the same 24 hours a day it's impossible if you are a solo entrepreneur to grow your biz without hiring new staff, or increasing fees. So if you're in that critical space where your palms are sweating, you're staring at your bank account or an open email to your client where you have to break the news that you must raise your fees – here's what you need to do and how to go about raising your prices.

## #1 EVALUATE YOUR TOP CLIENT LIST

While all your clients/customers are important to you, those that consistently invest in your services are your top clients. Evaluate the services you clearly offer to your top paying (or frequent paying) clients. What are they buying from you? What questions or issues do they seem to have that you may not be charging them for? What are they saying about your services right now? Often clients will hire you for what they think they need and then realize they need you for more. It's up to you to be in the position of power to realize exactly what that is. There is hidden (profit) potential in those unspoken needs of your clients.



## #2 TURN IT INTO A PACKAGE

Turn what they buy from you that is related to task/time (hourly) into packaged automated services. Ex. when I created Your Simple Bookkeeper, I created it as a monthly automated service to tackle bookkeeping task at a monthly recurring fee. This allowed me to package my "time driven" services and hire other bookkeepers to actually do the work so I could be available to offer higher end consulting services. Automating (or systemizing) your services and business is a common struggle for business owners as many like the control of knowing they did the work, however remember there are only 24 hours a day and you need most of them to work ON your business (more clients, partnerships, exposure) not IN. Your clients will appreciate your keen insight into entrepreneurship.

## #3 MAKE IT SIMPLE

Create one sheets of those simple services you're now automating or have created packages for. One sheets are literally that, a one sided designed document with your service or product description on it. It gives the reader all the information they NEED to know about what you offer to make a decision on hiring you. You can place your new automated time driven services on your website or "work with me" page. Ensure to include a payment link so potential customers can submit a payment (or if you need them



to inquire first – a way for them to email you). Automate your hourly based services as much as possible.

#### **4TH. SEND A LETTER.**

Send your existing clients a letter – written to them as specifically as possible (or call them, invite to coffee, etc.) and explain to them that you are seeking to expand and offer more services to them and want to serve them in more ways. Having this personal touch goes along way. Like in #1 – getting to know your clients is important. You are in the position of power – you were hired to provide a solution and often that solution isn't in what you're being paid for, but in those consistent questions you're being asked that you're not charging for. Once you've realized that, and have now increased your fees. Compassionately talk to your clients, get them on board – you'll find that most are eager and ready to have you do more for them.

#### **5th. MAKE IT COMPLIMENTARY.**

You may offer them the same services they are cur-

rently buying from you at a slightly higher fee (your new higher price) but you'll offer 2 of your task driven services for “free” or “complimentary” Ex. YSB's bookkeeping services are \$75 an hour for most businesses. Our Small Business packages run from \$150 a month to \$1250 a month. At the \$1250 level, bookkeeping becomes “complimentary” as the bulk of the services they are getting become more consultative in nature.

The moral of the story is to not become self-victimized by fear of losing clients when it's time to raise your fees. Do it with confidence, and be clear on WHY you're doing it. You could lose some clients, but again you probably WILL open yourself to a new group of clients eager to pay your higher fee.

Katrina M. Harrell is a 3x best-selling author, speaker, business strategist, entrepreneur and creator of 7-point Neo-Business Model™ and creator/host of “Liberation Conversations” Podcast.

For more on Katrina visit [www.katrinamharrell.com](http://www.katrinamharrell.com)

# sistaSENSE

## WEB TOOL PICKS



New web clients often ask me the following, "What else do I need besides the website?" Having an email marketing service to capture the contact information of your blog visitors is important. My web design company is called pretty professional websites. Of all the email services online I think Madmimi best matches my brand because their service is easy to use and you can create lovely email newsletters and flyers at minimal cost. Go to [madmimi.sistsense.com](http://madmimi.sistsense.com) to create an account.

Video marketing is no longer optional, adding videos to your online business brand is essential. Video creation can be hard when you are new or afraid of technology, but do not fear. Use a service like animoto.com to quickly combine your photos, short video clips and music with a large collection of beautifully designed Animoto video formats. You can create your first video in less than 10 minutes. I do this for web clients all the time and help them get started with video production and marketing online. Join [sista-sense.com](http://sista-sense.com) to review my online tutorials with additional details on creating videos and getting started with popular video sharing websites like Youtube.com.

Social media marketing is also essential, but who can be on all these social platforms all the time? Unless you have a social media manager, if you spend all your time on Facebook and Twitter, who's running the business? Get organized and easily post on all platforms in one place using [hootsuite.com](http://hootsuite.com). Plus you can schedule out social updates, which is truly a time saver. HootSuite has more to offer than that, but you can check it out in more detail once you sign up.

*Unblock Your Blessings*

BUILD YOUR BEST BUSINESS.LIFE.SELF

sistaSENSE  
POWER CIRCLE  
2014 CONFERENCE | JANUARY 17-19

**EARLY REGISTRATION  
STARTS NOW**

SPEAKERS TO BE ANNOUNCED SHORTLY



## A DIFFERENT KIND OF CONFERENCE

Because the success of your business depends on the company you keep.

The SistaSense Power Circle Conference is an exclusive annual event that connects serious entrepreneurs with experts who can help you turn your passion and purpose into profit and prosperity.

January 17 – 19, 2014 | Aloft Hotel, Chapel Hill NC | Hosted by LaShanda Henry

### **What makes this event different?**

At most conferences you have to compete with thousands of eager attendees to get a few seconds or even a quick hand shake from speakers. Inside the Power Circle you have three full days with experts excited about sharing their success secrets and collaborating with like-minded individuals.

At the end of the day most entrepreneurs really just want to know three simple things: how to start up, how to get customers and how they did it; how other entrepreneurs are living the dream you desire to create. The best way to make masterful connections is within an intimate group setting. For that reason this conference is limited to 30 (at most 45) attendees.

### **We will explore:**

Build successful businesses

Increase productivity and sales

Enhance your brand visibility

Over-come obstacles and fear

Build wealth and financial prosperity

Use technology and social media

**The theme for this event** is “Unblock Your Blessings: Build Your Best Business.Life.Self.” Our goal is to BREAK CYCLES by giving you the right tools to move beyond all things that might be holding you back.

To register or receive more details <http://powercircle.sistasense.com>.

# tweet

## & GREET

BACK TO BUSINESS WEBINAR CONFERENCE  
TWITTER HIGHLIGHTS | B2B.SISTASENSE.COM

 **LizEverettStyle**  
Oct 02, 3:08pm via Web  
@sistasense I absolutely would love for you to do another women in business event! #LOVEit #sspc13

 **Projectpush**  
Oct 02, 7:12pm via Web  
"Provide a clear benefit to clicking your links." ~@sistasense #sspc13  
1 Retweeted by sistasense and 1 others

 **AuthorDonnaMJ**  
Oct 02, 12:37pm via HootSuite  
Lucinda said: you're on info overload; your next step = make money ... time to activate all that we're learning #sspc13

 **katrinamharrell**  
Oct 02, 2:21pm via Web  
I'm already WAY outside my comfort zone. @lucindaspeaks got me making sure I'm even more #sspc13 #activate

 **Projectpush**  
Oct 02, 1:16pm via Web  
"2 types of biz people: Problem Solver or Solution Provider" @katrinamharrell  
@sistasense #sspc13

 **silentliaison**  
Oct 02, 12:17pm via Web  
I deserve to be compensated because I bring value to the table. #LucindaCross #sspc13

 **Projectpush**  
Oct 02, 4:34pm via Web  
"Stop being reactive...Become PROACTIVE." @richelleshaw @sistasense #sspc13  
3 retweets



 **chellybb\_2012**  
Oct 02, 1:58pm via Twitter for iPhone  
The sucess of your business depends on the company that you keep #sspc13  
1 retweets

 **natashavincent**  
Oct 02, 7:38pm via Web  
Focus on your images. "I don't wanna see watermarks on your 'ish." This is not 1988" It's funny 'cuz it's true #sspc13

 **CoachTanya**  
Oct 02, 4:47pm via TweetChat powered by oneQube  
Ideas make you feel good but implementation makes you money - via



**silentliaison**

Oct 02, 1:26pm via Web

We get afraid to increase our fees because we think our customer won't pay it.  
@katrinamharrell #sspc13 That's where



**DIInspiredLives**

Oct 02, 12:50pm via HootSuite

#SSPC13 "Feast on Faith" @lucindaspeaks  
↪ 1 retweets



**silentliaison**

Oct 02, 4:12pm via Web

Statistics show that only 3% of all women-owned businesses reach the million dollar level. #RichelleShaw #sspc13



**silentliaison**

Oct 02, 12:43pm via Web

"I did what they say I did, but I'm not who they say I am." (Heard from T.D.Jakes)  
#LucindaCross @lucindaspeaks #sspc13



**Projectpush**

Oct 02, 1:09pm via Web

"Business is an exchange of value."  
@katrinamharrell @sistasure #sspc13  
↪ 1 retweets



**chellybb\_2012**

Oct 02, 1:52pm via Twitter for iPhone

BIG SECRET OF THE CALL: You can put any price tag on your service based on how you position yourself. #sspc13



**Projectpush**

Oct 02, 12:24pm via Web

Use your pain for POWER! @lucindaspeaks  
@sistasure #sspc13

↪ 3 retweets



**lawsonista**

Oct 02, 5:41pm via HootSuite

@CoachTanya "Stop spending 80% of your time on things that WON'T matter at all in a few years" #nofruit #zeroprofits #prioritize



**Projectpush**

Oct 02, 1:26pm via Web

"Positioning is rooted in your clarity."  
@katrinamharrell @sistasure #sspc13

↪ Retweeted by sistasure



**CarlaRCannon**

Oct 02, 2:21pm via Plume for Android

Must be RELATABLE in your brand!!!-@iCoachWomen #SSPC13

↪ 1 retweets



**silentliaison**

Oct 02, 4:32pm via Web

Random implementation brings you random money. #RichelleShaw #sspc13

↪ Retweeted by Projectpush



**Projectpush**

Oct 02, 3:01pm via Twitter for Android

"@silentliaison: PUSH. Pursue Until Success Happens by Rhonda via #sspc13.">>> Ty! :-)



**Projectpush**

Oct 02, 2:09pm via Web

Mistake#1-Trying to be ALL things to ALL people" @iCoachWomen @sistasure #sspc13

**tweet**

**& GREET**

**BACK TO BUSINESS WEBINAR CONFERENCE**  
**TWITTER HIGHLIGHTS | B2B.SISTASURE.COM**

**AuthorDonnaMJ**  
Oct 02, 12:51pm via HootSuite  
Some will. Some won't. So what.  
Someone's waiting. #sspc13  
#MarketLikeAQueen

**LizEverettStyle**  
Oct 02, 12:36pm via Web  
Turn your message into a movement. Free  
yourself and you will free a nation. - Lucinda  
Cross #sspc13 @sistasense @pamperry  
Olivia de Havilland

**katrinamharrell**  
Oct 02, 2:04pm via Buffer  
BOOM! ->RT @LizEverettStyle: Positioning  
(in business) is rooted in ur clarity. - #boom  
#sspc13 @katrinamharrell @sistasense

**natashavincen**  
Oct 02, 3:45pm via Web  
Twitter is "real time PR" via @pamperry  
#sspc13 Ever think of it that way before?  
↳ Retweeted by pamperry

**silentliaison**  
Oct 02, 6:24pm via Twitter for BlackBerry®  
Time is a commodity that you can never get  
back. Use it wisely! #sspc13 #CarlaCannon  
↳ 1 retweets

**natashavincen**  
Oct 02, 3:52pm via Web  
All we are saying, is give tweets a chance:  
@pamperry wants you to try Twitter for 90  
days to get initial traction #sspc13

**lawsonista**  
Oct 02, 5:19pm via HootSuite  
@CoachTanya, "systems allow you to  
replicate yourself" #sspc13  
↳ Retweeted by Projectpush

**CarlaRCannon**  
Oct 02, 2:35pm via Plume for Android  
An Echo has no creativity, it just repeats  
what has already been said."  
@iCoachWomen @sistasense #sspc13»

**LizEverettStyle**  
Oct 02, 7:17pm via Web  
Working from home is the bomb dot com!  
LOL! @sistasense #sspc13  
↳ Retweeted by sistasense

**Projectpush**  
Oct 02, 7:37pm via Web  
"Bees stop for honey, We stop for pictures.  
Focus on your images" ~@sistasense  
#sspc13

**LizEverettStyle**  
Oct 02, 3:31pm via Web  
@Projectpush @sistasense @CoachTanya  
@silentliaison We can do it ladies! #prayer  
God to help us take the limits off our minds

**CarlaRCannon**  
Oct 02, 2:35pm via Plume for Android  
Your #Brand should not be created out of  
FEAR or NEGATIVITY." @iCoachWomen  
@sistasense #sspc13»

**CoachTanya**  
Oct 02, 4:27pm via TweetChat powered by  
oneQube  
Great advice! Your business is about your  
hustle, not just the idea - via @richelleshaw  
»

**CoachTanya**  
Oct 02, 3:44pm via TweetChat powered by  
oneQube  
"Soft marketing" is best when you're  
tweeting via @pamperry @sistasense Join

# 5 Tips to Generating Automatic Referrals

BY RICHELLE SHAW

Power Circle Expert  
[www.richelleshaw.com](http://www.richelleshaw.com)

Referrals are the single most effective method to create a steady flow of customers. My favorite way to get a boat load of customers fast – a referral contest.”

## GIVE YOUR CUSTOMERS SOMETHING TO TALK ABOUT – ARE YOU CREATING A GREAT EXPERIENCE AFTER THEY BUY?

My Wowing Welcome Sequence after the customer purchases, encourages the customer to tell others.

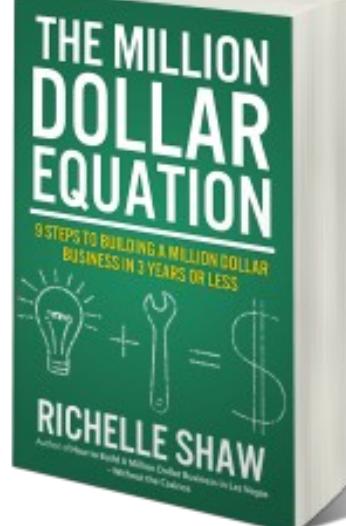
Invite your customers to attend a special event and bring a friend. This works in all businesses. If you have an online store – have a “friends and family day” where your customers friends and family receive a special discount to shop. For your accounting business – invite your best clients and a few of their friends out to dinner. This will give you an opportunity to ask the proper questions as well as sell your services if they are a good fit. By the way, make sure that who your customers bring to dinner are a good fit before!

**MAKE IT FUN: RUN A REFERRAL CONTEST.** This works with your customers as well as your referral partners. You do have referral partners right?

Send specific notices to your referral partners describing the perfect client for special projects.



For example if you are an insurance agent and you have a special discount for drivers with no tickets – notify your referral partners to share with their customers who might qualify for the discount. Most referral partners don't refer to you because you don't ask and you are not specific enough for what you are asking. You normally are too general. Just send anybody – sheesh, you will never get results if you do it that way.



**LAST AND MOST IMPORTANTLY, REMEMBER TO ASK BEFORE, DURING AND AFTER THE SALE**

Richelle Shaw is a speaker, author, entrepreneur, coach, and creator of the Million Dollar Equation. Follow her at [richelleshaw.com](http://richelleshaw.com).

# How do I Make Money Online? The SistaSense Method

BY LASHANDA HENRY

Power Circle Founder

[www.sistasense.com](http://www.sistasense.com)

After a truly eye opening conversation with my hubby on the topic of struggling entrepreneurs and small businesses I felt compelled to share how I am able to not only survive online, but thrive and consistently make money using a special method I've been able to cultivate over the years.

During this interesting conversation, Jay pointed out to me that eBay was created in 1995 and since then it has become a multi-billion dollar company. EBay, Facebook, Amazon how did their founders come up with these innovative ideas? My hubby is on a mission to reach the million dollar level, so of course he is quite curious to know how these talented few are able to build fortune 500 companies while millions of other entrepreneurs out there simply can't figure out how to do the same.

In response to his question I started talking about Pandora, a popular streaming music service available both online and via mobile apps. I told him to take a hard look at a company like Pandora. Its free to create an account and listen to your favorite music, but dig a little deeper and you will see that its a successful and lucrative business because it includes at least three profit streams that work really well. Pandora taps into ad revenue, which comes from the advertisements featured between songs. They have passive income that comes in from premium membership subscriptions for those subscribers who prefer to listen without ads. And I am almost certain they generate affiliate revenue when listeners use the option to 'buy a song from iTunes'. Three revenue models that work really well AND that I have personally been using for years to sustain a thriving work at home, web based business.



**THE KEY TO MAKING MONEY ONLINE IS TO** take note of those revenue models that actually work and figure out how to integrate them into your business.

If your business is built on you paying someone else to provide you with a 'turn key business supposedly guaranteed to make sales,' eventually you will realize the only person making money is the person that sold you a get rich quick and/or easy dream. If you suck at sales you won't make any real money online because truth #1 is that most of the hyped up 'make money online' programs out there don't work. Truth #2 is that when you are spending MORE on your business than you are actually bringing in you simply are not making money.

**Here is my method to making money online**  
**LPP + HPP + PIP + OPP = \$\$\$**

What does this formula mean? I consistently bring revenue into my business by focusing on 4 revenue models that work:

**SELLING LOW PRICE POINT PRODUCTS – LPP**  
As an information entrepreneur my low price point products are ebooks and ecourses - teaching others what I've learned about marketing my web business.



## Mompreneur to Mom

Working at home is the bomb dot com! I love my boys dearly. -LaShanda H.

These products are great because most people are looking for low-cost offers and feel more comfortable giving you (a new business) less money until they build up a relationship with you.

### SELLING HIGH PRICE POINT PRODUCTS – HPP

As a service professional my higher priced offers are my web design services - helping others build their websites, blogs and social networks online. These products are great because they allow you to make money faster with fewer clients. I only need 5 (\$1000 web projects) to generate \$5000 in profit vs. needing 5000 (\$.99 ebook sales) to generate the same amount. While it is much harder to make 5000 sales versus 5 sales; it takes more skill and effort to close a \$1000 sale versus one for .99 cents. Therefore It's nice to find a balance between LPP and HPP offers because the lower priced ones can generate daily revenue for you while you take the time to 'woo' potential clients and close bigger deals.

### SELLING PASSIVE INCOME PRODUCTS – PIP

As someone who builds websites and a mentor to aspiring entrepreneurs online my passive income mainly comes from the subscription based training programs and advertising networks that I maintain. Many struggling entrepreneurs spending too much time desperately searching for the next customer vs.

implementing revenue models that motivate return sales. Most of the fortune 500 companies that you know are successful because their customers pay them every month. Think about your monthly bills, whether you realize it or not, all of those companies basically have you on a monthly payment system. If it works for their business, it work for yours.

### SELLING OTHER PEOPLE PRODUCTS – OPP

As a blogger I make affiliate earnings by recommending useful products to my following. The Big A's for me are Advertisers, Adsense and Affiliate Marketing. As I built my following I quickly realized that a lot of people will pay you quite handsomely for just a little access to your list. Many struggling entrepreneurs spend too much of their time trying to create new material or only promoting their offers. The truth is that major companies are into affiliate marketing too! They might call it something different, like strategic partnerships, but it's all the same. They share their customers and everybody gets a cut of the sales.

This is my method to consistently making money online. If you'd like to learn more about how i works visit [webmoney.sistsense.com](http://webmoney.sistsense.com) to download my free web money toolbox and then go to [jump-start.sistasense.com](http://jump-start.sistasense.com) to learn about my weekly training and mentoring sessions for women entrepreneurs inside my online sistasense circle.

# *sista*SENSE Giving Thanks



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Thank you. Thank you for following me and for finding value in what I do online. Thank you for choosing my web services and supporting my online business. Thank you for sending me kind words of encouragement throughout the year. Thank you for the hundreds of blessings you've sent me for me and my family. I wish you prosperity, positivity, and all that you desire as God has planned for you. More to come. –LaShanda Henry

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