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2023



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EXECUTE

2019 is here!

We are filled with hopes, dreams, and well wishes for all that could be. Yes, the possibilities are endless, but for the achievement to happen execution must as well.

But before you jump in doing everything the exact same way as you have been, let's pause and see if there is a better, more efficient, more productive way of execution and success. Because when we are committed to the outcome, but open to how we get there- magic happens.

And that is exactly what this month's issue is all about. Sharing with you new ways, thoughts, and methods on how to be committed to your success and flexible on the how to get there. From your personal to your professional self, to your space- we are breaking down and getting real on what it takes to be successful.

Yes, this is all about the art of the execution.

Let's get started.

Much Love,



Ali Craig (<http://alicraig.com>) is dedicated to helping women build their empires. As the founder editor-in-chief of EmpiHER®'s digital and print magazine as well as the personal curator of the EmpiHER®'s Luxury boxes (<http://empiherluxury.co>)- Ali brings her unique, real world, real results approach to all that she does.



PEOPLE MAY DOUBT WHAT YOU
SAY, BUT THEY WILL BELIEVE
WHAT YOU DO.

LEWIS CASS





"PUSH ME. PULL YOU." WHY WE
HIDE FROM MONEY



No one likes to admit it, but it is true. Most of us hide from money.

Of course, it never looks like we are hiding. We disguise it as discounting or giving away our services, oversharing with friends and strangers, or just being incapable of doing what we know needs to be done because of (insert your valid excuse here.... Getting sick, needing to take care of kids, parents, fear of losing your marriage, helping others, etc). We do everything in our power to not receive or keep the money while all our heads and life situations want is the money.

This dichotomy is exhausting mentally and physically. And it always reminds me of the "Push Me. Pull You." creature in Dr. Dolittle. You see this "Push Me. Pull You." The creature looked like a two-sided llama. Two heads, two front legs, and ironically no backside (which in retrospect is quite odd.) But no matter which side of the animal you met you thought you had the proper and correct side. Nothing odd here.

Same holds true with how we come across with our money. Everything looks normal here. Actions are being taken to create money - aka you are working, posting on social media, seemingly engaging with your audience or actions to show generosity and concern. All normal. And all acts that reflect a lovely human being.

But just like with the "Push Me. Pull You." if one side wanted to go East and the other wanted to go West. It would end up nowhere. Same holds true with you and your money. That unless your mind and your body worked together when it comes to creating, giving, and keeping the money all you will do is exhaust yourself standing still.

There are literally tens of thousands of social stories around money and like sex, most of them aren't that positive. It is totally logical to have hang-ups about money. Logical or not, money is a tool that we all need to thrive in life.

So how can we stop hiding and start helping ourselves to the money we work so hard for?

Be Consistent. Be consistent in your efforts to create money. Be consistent in your efforts to share with others. Be consistent in your acts to keep the money. And be consistent and aware of the social stories you have around money.



Stay Logical. Seemingly odd situations will happen when you start upheaving your money story. All of a sudden clients stop paying, friends all of a sudden ask for major financial help, your health seems to take a nose dive into sick land - all of these are signs that you have a social story around money that you need to unroot and rid yourself of.

Now you may just want to try to push passed this unpleasantness. Don't. Pause for a moment and uncover the story. Deal with it now and watch the outward effect melt away. And by the way, dealing with a social story isn't all that complicated. Journal, meditate, daydream, pray- whatever mode of getting in touch with Providence works for you and be open to what you hear. Then create affirmations to support eliminating the mental/ emotional blocks that are coming for you.

Keep Going. Yes, you must deal with the mental/emotional social stories at play but a pause is not a stop. You must keep going. And just like with a rose, there are layers to the petals, there are layers to your stories around money. Keep working, keep doing so that eventually you uncover the heart of the matter.

This year, let's be committed to leaving what is no longer serving us behind and step into executing a life that we all love.

O' the drama queens and kings of life. And when they are on your team or are your clients, it can be a challenge to stay focused logistically, emotionally, and financially.

Yes, sometimes drama just happens due to the situation, stress levels, etc. But other times, people create it to make themselves feel important, valued, or just to play mind games. When dealing with those types of peeps, there are 3 main types with 3 distinct motivations behind "why" they do what they do.

See Me. See Me peeps simply want to be seen and or heard. Their drama arrives when they feel like their point of view isn't being listened to or validated. To resolve this make sure that you are actively hearing the person and repeat back to them what you hear and then why or why not it won't work. And don't forget hearing comes from the heart not just the ears.

Be Me. The Be Me peeps will have an awfully high opinion of themselves. Sometimes this opinion is valid and sometimes it isn't. But no matter what the issue is with the Be Me peeps, they can never feel demoralized. They need to be an active part of the conversation and solution. So make sure, no matter if they are right or wrong in the situation, that you assign to them an aspect of the work that they can fully get behind and execute.

You Should Have Never Met Me. Now the You Should Have Never Met Me peeps are just that - you should have never met them. Meaning that this person is bordering on narcissistic tendencies meaning that there truly is no way of pleasing them because they only want what they want when they want it, and how they want it, but they will change their mind in an instant and it will all be your fault.

Working with such a personality in a team or client situation is nearly impossible. So work wisely and set boundaries early on what is acceptable and what isn't. Stick to these boundaries when it comes to behavior, timing, changes, etc and do what you must - aka fire - fast.

No matter who you are dealing with drama wise, it is exhausting to deal with drama on a consistent basis. Find ways to satisfy their need for attention in healthier manners to minimize the not so healthy drama in the future.

Few of us say, “ Man, I am not doing enough. I need to do more stuff.” Most of us feel like our plate is already a little too full, but yet when we see a project or task that needs to be handled, yes we step up to the plate and handle it. Which means we have more to balance and more to do. What is a girl to do?

Meet Teamwork.

Teamwork’s desktop and mobile version allows you to create notebooks, save files, create tasks, and get feedback from your team as well as clients. Besides being able to schedule workflows to trigger once certain tasks are done, Teamwork’s mobile features let you stay up to date anywhere.

And with their beta version of Slack in use, Teamwork helps to eliminate the app overload that can easily happen even to the savviest business.

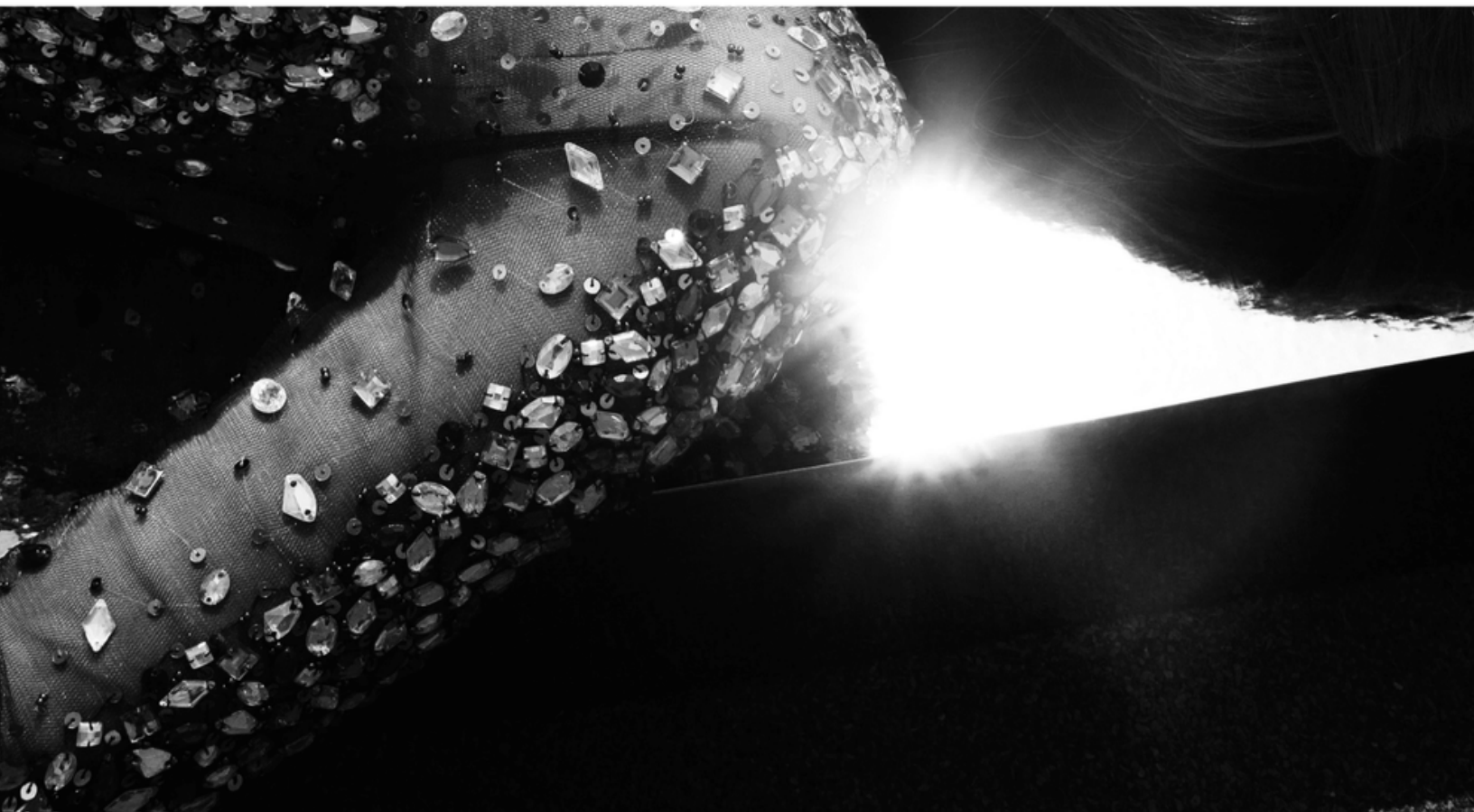




TECH: HOW TO GET MORE DONE



WHAT TO DO WHEN YOUR TEAM IS A
DRAMA QUEEN



Success, achievement, accomplishment - whatever way you look at it, it says you are the winner, #1, the top dog. And though we all want such status no matter if we are obvious about it or not, many of us are far more accomplished than we realize.

Now I am not going to tell you that if you have \$5 to your name you are in the top 90% percentile for wealth in the world. Because even though that is true, it makes you feel more like a heel (at least it does for me) that I desire more than it motivates me to see my true wealth.

But even with the \$5 fact being something that all of us can relate to, the truth is that we have more achievement to our name than we realize.

Here is how you know.

- **What does your daily calendar say?** Is it filled with tasks that you have accomplished successfully? Big or small, getting something successfully achieved it is a big deal.
- **Progress?** For those big projects like losing 50 lbs or writing your book, are you making headway? Are you consistently taking a small step? If so you are in achievement mode.
- **And your walls say what?** Do your walls have framed degrees and certifications hanging from them. Or are they filled with mementos of great adventures, friendships, and love? Either way, they show you how much you have accomplished.

You see it is easy for us to focus on the lack and our desire for more. And yes, wanting to improve your life, your work, and your relationships are all really good things. It should never be an improvement based on an unrealistic perception of reality. You must know how far you have come and what you have achieved for you to move forward to receiving the next level of success in your life.



SEARCH FIRST. USE SECOND.



We live in the age of creative entrepreneurship. Yet with this burst of creativity, many entrepreneurs are failing when it comes to the basics of intellectual property and trademark infringement.

Before you post, before you name your book, business, or course the snazzy new title you thought of. Follow these important steps.

Google It. Run a simple Google search just to see what and how the term is being used. Having the url available or not is no longer a good test to see if the term is in use.

Run A Basic Trademark Word Search. You can go to the United States Trademark Office and use their TESS system to search what marks are live or dead with the keywords you are planning to use.

If nothing comes up, then you may be in the clear to start using the term without infringing on someone else's mark. BUT if this is a term that you will be using, start using it and start filing a trademark on it NOW.

First to file sometimes is what makes the difference between you getting the mark or getting a cease and desist letter in the mail. And no one wants the latter.





PERFECT WORDS: HOW TO
ALWAYS KEEP YOUR COOL



Who hasn't received an email or message that blew you out of the water in all of the wrong ways? We have all gotten those ***WTF!!!!!! messages that leave your heart racing, red in the face and on the verge of tears.

When such a message crosses your inbox or Slack account, take the following steps.

1. Breathe. Set the device down. Walk away and breathe for the next 20 minutes.

2. Reread the message. Is this person having a bad day? Has the wrong information? What's really going on.

3. Reply. Instead of typing out your reply, say something like:

"Hey (insert name),
When can we jump a quick 5-10 minute call?"

There are a few points in the email that we need to chat about and it would be easier to actually chat about it.

Let me know what works for you."

4. Ask questions. When you get on the phone, ask questions like.

"Can you tell me the situation around the email you sent on the 12th?"

"How did you come to this conclusion?"

"What made you see it that way?"

"What specifically were you hoping that I would do to help resolve the situation?"

Drama comes because people don't feel heard. They need to know that they matter. And when you allow them and you to pause, breathe, and be heard- many times the big WTF!!! drama really isn't anything at all.



WHY ACHIEVEMENT IS A
STATE OF MIND

As 2019 stands in front of us, we are focused on all the possibilities that abound. Yet for many of us, we have that little nagging feeling, that negative internal voice that says "What will be different this year than last year?"

No matter what argument you have, "I'll work harder.," "I've learned from my mistakes.," "I am clear about my goals, relationships, priorities." that internal voice has a quick response to knock you right back down.

Though you will still go for it, try, and do- that internal voice will still loom. And let's be honest you aren't trying all that hard, because your "little voice" WILL be right.

That "little voice" is rooted in your subconscious mind. The home of your fears, concerns, social stories, and past life. Though seemingly unthought of by many, this "little voice" is everything when it comes to your success.

Here are a few things to note when it comes to your subconscious mind:

1. It isn't logical.
2. It controls more than how you feel.
3. It will win.
4. It is retrainable.
5. It wants to be your friend.

Yes, our subconscious mind isn't logical. And yes, it is actually trying to protect us. The good news is because it is our friend and one that always wins- once we get our mind in alignment with what our actions are doing we are unstoppable.

So how do we do that?

We must consistently take action to check in and see what is going on with our hearts and minds.

- Freaking out about money. Pause and ask yourself "Why?"
- Scared that 2019 will be a total failure. Pause and ask yourself "Why?"
- Concerned that all of your clients are drying up. Pause and ask yourself "Why?"
- Fearful that your business, health, relationship, ... (insert your fear here) is going to come true in 2019. Pause and ask yourself "Why?"
- Dreading that everyone will find out that your life isn't all put together. Pause and ask yourself "Why?"

Yes, pause and ask yourself "Why?". Keep asking yourself why. Write your answers down. No matter how logical or illogical it is. Just write. Once you get to the point where you feel the burden lift just a bit, review what you have written.

In your review you are going to see both logical things you can take action on as well as some emotional stories that you need to work out with yourself, partner, or professional.

Many times, our greatest fear that stops us is the simple miscommunication of the life we dreamt of as a child and our reality are totally different. That being a professional isn't that everything is in order all the time. That you can be successful and single and loved.

However the blocks are coming up, take action where you can. Rewrite the story where you want to (and yes, I mean that literally.) And work towards the relationships, goals, and dreams that matter to YOU.



Life is not meant to be boring and bland. It is meant to be filled with rich beauty, bold color, tons of laughter, and relationships that the fairy tales told us were only romantic possibilities. From business, thru our brands, to our friends, family, and with ourselves - we cover all topics related to creating deep, meaningful relationships. So stop surviving and start SoulFire® Living (<http://soulfire.life>)



ACTION TIP:
DREAM IT. BELIEVE IT. PLAN
IT. EXECUTE IT. BE IT.





HOW TO ALWAYS SCORE THE
BEST DEALS ON THE ROAD





Getting deals while on the road is always smart. But what really is a deal. That all depends on what type of traveler you are.

If you are an infrequent traveler, than getting the lowest price out of the gate most likely is your smartest bet. Because you don't travel often, loyalty programs won't benefit you. So use discount booking sites, sign up for sale notifications for destinations you are looking to head to, and don't worry about being brand loyal. Let the almighty dollar rule your decision.

Now if traveling will be a monthly or more affair for you in 2019, **loyalty is your best friend**. Choose one to two airlines that you enjoy their level of service and fly to your potential destination. Aka don't choose Southwest Airlines if you plan on wanting to go to Europe within the year.

Sign up for the loyalty program and get the credit card. By having the brand specific credit card attached to your loyalty program for hotels and airlines you can increase your status fast.

Know which systems play together. From cross promoting with other chains, to retailer, restaurants, and service providers that will give you more points per dollar spent - being smart about your overall spending is essential for growing your status.

Understand the program. The crappy thing about these programs is that the company can change the rules at anytime. So make sure you know the rules as well as what each level gets you. If you are two nights shy of reaching the next reward level, should you plan a trip to get you over that line? Does the next status level earn you better hotel rates, free trips, or other perks that you will fully take advantage of?

Want to know our fav programs?
Here they are:

Airlines:

Southwest Airlines and Delta.

We love Southwest Airlines because it is easy to reach what they call "Companion Pass" level with Southwest. Which means that one person of your choosing can always fly free with you as much as you like. You just pay taxes.

And we love Delta because of all of their destinations as well as options. From Delta lounge access which is really nice when traveling international, when you are delayed, and or during holiday season to extra points, Clear membership, and other bonuses to make it easy to get you through your airport experience. Delta is all about making your travel life easier.

With New Year resolutions upon us, how do we not fall into the statistics and fail to achieve what we are setting out to?

Well, one of the easiest ways to do that is dress for who you want to be while living and working in a manner that reflects who you want to be.

Yes, your personal style and your environments are essential to helping you fully step into the new you.

Want to lose weight? Then dress how you feel a fit person would. Live, act, move, and speak, how you see a fit person would.

Want to increase your sales? Then dress in a way that reflects what a profitable and successful salesperson does. Speak, act, behave, and fully embody both personally and professionally what success looks like for you.

By simply changing your style and your space you begin to change your results. And soon enough you will be the person your New Year's resolutions wanted you to be.

The impressions we make create the relationships, opportunities, and connections of our futures. That is why here at the International Society of Impression Managers (<http://internationalsocietyofimpressionmanagers.co>) we feel that every impression you make should be intelligent and influential. So that every singular impression adds up to express who you are and what you are about both personally and professionally.



INTERNATIONAL SOCIETY OF IMPRESSION MANAGERS

HOW TO ALWAYS KEEP MOVING FORWARD



HOW TO GO FROM
LOVE TO LIVING IT

SOULFIRE@

Many people feel like the greatest struggle to living their best life is discovering what they truly love/ are meant to do. Wrong.

Just like when you are buying a house, you think finding the house and going through the loan process is the most challenging part of home ownership. Wrong. Maintaining the house and all the aspects of homeownership can easily be overwhelming and more challenging than the buying process. And in retrospect you look back at the house hunting and loan process as the "good ol' days."

Same holds true with living your Soulfire®.

Yes, when you are unclear about your Soulfire® discovering it can feel like the hardest part, but once you are clear on what you are meant to do, you soon realize that living your Soulfire® is more challenging than expected.

Why is that?

Because you are asking to not just create new systems and tasks. You are asking to rewrite your existing habits, relationships, and patterns to accommodate this new passion and desire - aka your Soulfire®. And though on many levels this is what you have been wanting, your natural love for habits and consistency is fighting you all along the way.

So how can you change your old ways? Through conscious and strategic change.

Yes, living your Soulfire® isn't going to just happen. You have to choose to make it happen. Plan it out. Add elements into your life and subtract the old habits that aren't working all that well. Yes, evaluate all that you do from how you spend your time to who you spend your time with and see if it still serves you and fully embodies your Soulfire®.

We all grow and evolve as people, but many times our lives don't fully reflect that because we let habits and our fear of hurting others dictate our choices.


Choose to live your best life by living your Soulfire® and encourage others to join you in the process. Some will and some won't. But in the end you will have the perfect life that you love now.

Life is not meant to be boring and bland. It is meant to be filled with rich beauty, bold color, tons of laughter, and relationships that the fairytales told us were only romantic possibilities. From business, thru our brands, to our friends, family, and with ourselves - we cover all topics related to creating deep, meaningful relationships. So stop surviving and start SoulFire® Living (<http://soulfire.life>)



HOW TO CHANNEL YOUR
CREATOR NATURE FOR GOOD





Being a creator spirit can feel like a blessing and a curse. In today's uber creative society your unique, out of the box original perspective is wanted, needed, and sought after.

Yet, as a natural creator the downside of the ability to birth things into life, is the mental/emotional roller coaster that happens when you aren't creating. From little moments of imposter syndrome sneaking up on you, to mentally beating yourself up because you can't just turn your "creator juju" on when you need it, to the truly manic and emotional aspects of the creator heart.


If this is you, you are not alone.

But if this is you, you must get your creator nature in sync or it will destroy all that you are accomplishing. Here are a few ideas that work for most creators.

1. Healthy living. Yes most creators feel like sex, drugs, and rock and roll is the way to be creative, but it won't work for all the other areas of life and business. Take care of yourself: physically, emotionally, mentally, and spirituality.

2. Time. You can't work 24/7 forever and still stay creatively sharp. Understand your natural work patterns and then schedule in downtime. If that is short work days, weekly buffer days, or quarterly sabbaticals. You need time to explore and think.

3. Work on your schedule. Honestly, few things in life actually dictate our schedule especially when we are entrepreneurs. So know when you best work and make sure you make it easy for yourself to create when the spirit strikes. This could look like only meeting with clients one day of the week so the rest of your schedule is free and clear. To making sure you always have a notebook with you to capture that brilliant idea. To getting up to work if you can't sleep because you know your schedule is flexible enough to allow for rest in your work day.



Your creator nature is the best aspect to your business' success as long as you understand the full creator nature. When you build your business to profit from your creator spirit you must also build the business to support keeping you in the creative flow.



THE WHO, THE WHAT, THE
WHERE, AND THE WHY IS ALL
IN YOU. ONLY YOU KNOW THE
TRUTH.

SOULFIRE  LIFE HACK





HOW TO BUILD A SUCCESSFUL BRAND WITH REACH

ALI CRAIG



Building a successful brand isn't what it used to be.

Offer, execute, and treating people right only gets you so far these days. With our global reach and global noise, creating a successful brand must go beyond your current sphere of influence to create the growth and reach a profitable brand needs.

For today's brand to grow and make bank we must consider what elements of our brand make us truly unique and find ways to share moments of our brilliance with our potential audience. Just like when you experience a sample at the store, the little spoon of ice cream doesn't fill you up. It makes you want more.

Same holds true with your brand.

We must find ways to package your brilliance where a sample is all they need to say "yes" to you.

Now that actually sounds easy, but there are a lot of logistics that must be thought of.

Here is how to find, execute, and receive the glory of reaching further.

1. Define the three top aspects that make your brand unique.
2. Brainstorm "sample size" ways and places that people can experience these three top aspects of what you do.
3. From your brainstorm list, choose 3-6 "sample size" ways that excite you.
4. Now, take your edited brainstorm list and outline the logistics in time, resources, and estimated reach.
5. Now choose 3 projects from your list. Ideally one that is quick to complete, one that will produce a high level of prequalified prospects, and one that has a longer reach but may take longer to execute.
6. Execute.

Building a successful brand with reach is about allowing people to truly experience your offer without giving all your trade secrets away. And like everything in business and with your brand, consistency is key. You must execute these "sample size" ideas for at least 6-8 months before you can truly evaluate the effectiveness of the reach.

Be committed to your brand and your long term success.

Obsessed with helping the "Little Guy," the Davids, beat the modern day Goliaths, Ali Craig is 3x best selling author, producer, strategist, luxury and master neuro human branding® - she knows that the best brands and relationships speak to our human elements. And it is these relationships in which we must use our brains, heart, and soul to sell. <http://alicraig.com>

There is a fine balance when it comes to executing your brand strategy. Yes, you need a solid brand strategy that is well thought out with your goals and objectives in mind. And then you need the flexibility to course correct as life, situations, and opportunities appear.

Here are the Do's and Don'ts of Executing Your Brand Strategy:

1. Do Have Specific Marks And Measures. You need to understand what you are building, why you are building it, and when you are going to get there. So yes, a blueprint of execution is a must.

2. Don't Follow The Letter Of The Law. Don't follow the letter of the strategy, follow the heart of it. If a task is meant to produce 100K new followers on Facebook and you know that with the new Facebook rules or social climate that isn't going to happen - then course correct to get the results, the 100k followers, vs just following the strategy as is.

3. Do Put Heart Into It. A brand strategy is all about smart brand relationship building. The relationship is the end goal, never forget that.

4. Don't Be Corporate. Yes, sometimes we must "tow the company line." People will ask of us that we just can't say "Yes" to. But make sure that we evaluate those situations case by case, human by human because blanket rules made in cubicles vs the real world of life are two very different things. And we as empire builders have the ability to course correct.

5. Do Understand The End Goal. Do understand the business and relationship end goals. Your brand strategy isn't just some arbitrary to-do list. The end goal has purpose and value. Never forget the end goal you are going after.





THE DO'S AND DON'TS TO
EXECUTING YOUR BRAND
STRATEGY



HOW TO CHARGE WHAT
YOU ARE REALLY WORTH

3IMPRESSIONS®

The truth is that you can't build your EmpiHER® solo. You are an expert in your industry and that is where your focus should stay. The 3 Impressions® team (<http://3impressions.agency>) is designed to be your virtual in house branding and marketing firm dedicated to helping you make powerful first, last, and lasting impressions (because "Yes!" you are always making 3 impressions®.)

Charging what you are really worth is a struggle for many. From wanting to “help” to simply undervaluing the experience created, failing to charge what you are truly worth quickly becomes a downward spiral that profits nobody.

The truth is that the tangible cost of the product or service is NOT why most people buy if they understand the difference in the experience that they receive. For example you will pay more for a car if you know that all of your needs are met, that you would never have to worry about oil changes and tire rotations again, and that the dealership was truly looking out for your best needs when it comes to the purchase and maintenance of this vehicle.

It is the experience that your brand offers that creates the value in your work. And your experience starts with you.

We have all had that sales associate who was so insecure about their knowledge, skills, and abilities that it was like pulling teeth to get the transaction accomplished.

DID YOU ENJOY SUCH AN EXPERIENCE? NO.

NOR DID THE SALES ASSOCIATE. AND NOR DOES YOUR CLIENT.

So yes, if you want to confidently charge what you are worth, you better know your worth. From a logistical side, but also from the relationship and Neuro Human Branding® sides as well. You aren't just serving a functional need. You are fulfilling an emotional and primal need as well.

Take an inventory of all that you deliver from the decreased stress your clients have when they know you are on duty to the better quality of life and relationships they experience because they know they have a partner by their side. Factor in all aspects of what you truly do. And if you are ever doubting what you do, ask your clients. Many times what you do instinctually are the aspects of service that means the most to your audience.

With that information in hand, your price for your work should be formed as well as some innate confidence in your professional skills.

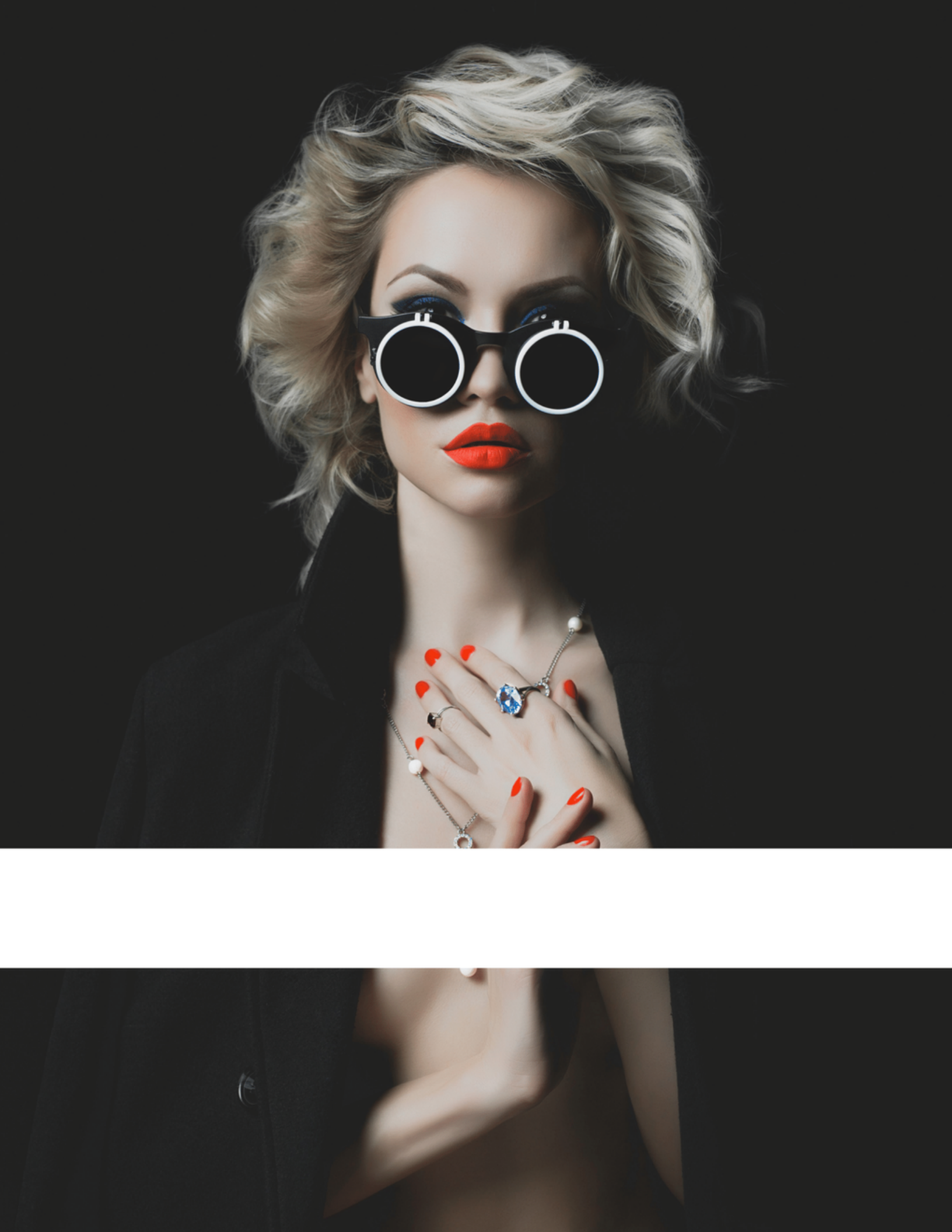
- Charging what you are worth is an act of respect on all sides.
- Respect to your clients about the security and transformation they will receive.
- Respect to your professional abilities.
- Respect to the higher power that makes all of this possible.

Luxury branding and paying for luxury services isn't about a transaction. It is about a total holistic transformation for both you and your client - every time.



WHY SOCIAL STORIES ARE THE BEST PREDICTOR OF SUCCESS

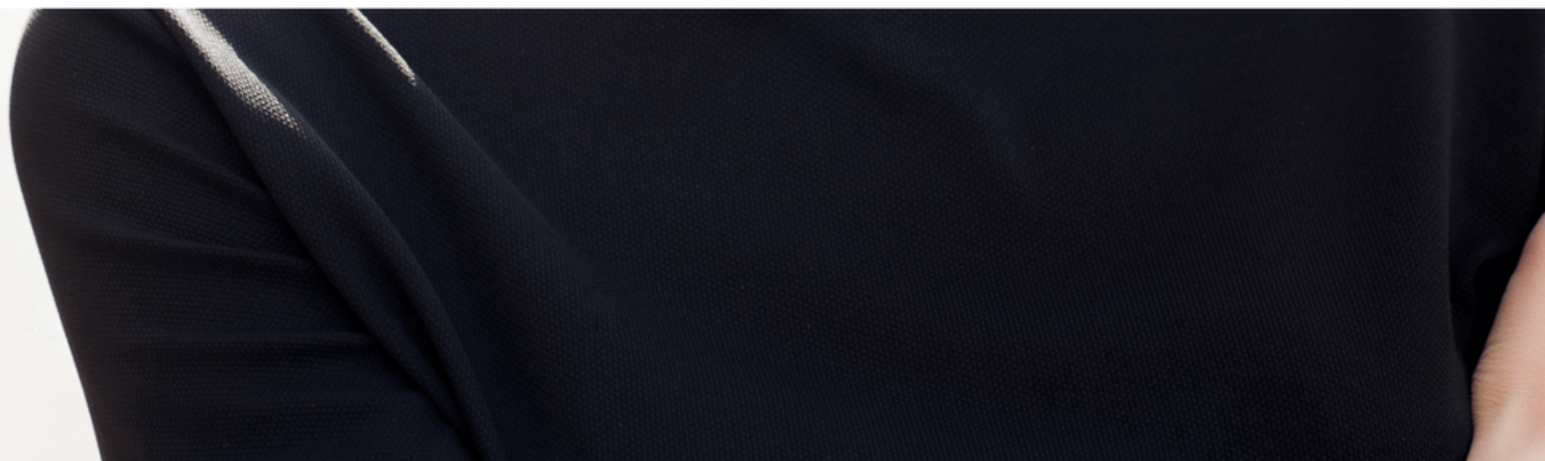
NEURO HUMAN BRANDING® ACADEMY







WHY QUALITY ALWAYS OUT WINS
QUANTITY (TO A POINT)



No matter if we are talking logo, product packaging, social media graphics, website videos, or any other visuals for that matter, quality is what is needed for you to stand out from your competition.

But in our day and age of visual overload, you can't produce one great visual a month and think that your audience is going to stop and take notice. So though quality is important gone are the times where you were free to create when the spirit struck.

So yes, there needs to be a balance within your brand where there is a standard of excellence as well as a standard of acceptability.

And though we would love to say that the standard of excellence should always win, let's be real. If you can strike a 50/50 balance you should be elated with yourself.

Allow yourself the freedom to be excellent and be ok with a little less than excellence. But here is the real key to all of this, don't let either slip. Everything can be upleveled, but nothing can go below the mark of acceptable.

Hold true and keep going.



If we keep denying this truth, we will never win the game. But if we own this truth. Then we can begin to master the game and our lives.

When we acknowledge how we are influenced we can consciously begin to limit those areas. We can guard our minds and hearts. Then we can get to the work of discovering what is really determining our success. And just like with your audiences, the best way to understand you is to recall your favorite TV shows, movies, and books from when you were from the ages of 16-21.

We start at this age range because it is the time we are most influenced by the outside world. We pick up the most social cues about how we should be, act, what we should have to “be complete.” And it is this snapshot we created for ourselves that is running our lives now. And if by chance our snapshot doesn’t talk about a certain area like financial success, guess what I would bet you don’t have it and are awfully fuzzy on how to actually get it.

But here is the good news, you can change it. You can rewrite what isn’t working, add to the areas that are missing and consciously take action over how and by who you are influenced.

Because being influenced isn’t a bad thing, Honestly it is part of human nature. It is being unknowingly influenced where we lose our control.

In the end no matter what you sell, you are selling to another human being. The Neuro Human Branding Academy (<http://heurohumanbranding.co>) is dedicated to helping you build smart relationships via your brand.



ACTION TIP

WHEN IT COMES TO BUILDING A BRAND, YOU MUST
BUILD YOURSELF UP TOO.





HOW TO BUILD A STYLE THAT
STEPS UP YOUR LIFE



Many times we simply fall into our style. Yes, we wear what we like sort of, but somewhere along the way our style becomes a reflection of ease and not effort. We wear what we have because shopping is too much of a hassle or costs too much. We wear what fits even if we hate it. We wear what everyone else is wearing simply because we don't want the looks of "Who does she think she is?"

But if our wardrobes have become ease focused no wonder it is incapable of helping us uplevel our lives.

The great news is that using your style to uplevel your life is actually really simple.

Close your eyes and imagine yourself successful, happy, loved, and with everything both personally and professionally that you desire. How do you look? How do you act? Who are you around? What are you wearing? What kind of shoes do you have on? Accessories? How is your hair styled?

Take your time and fully inspect this successful version of yourself. Take note of all the details. Write it down or record yourself talking about what you see.

ONE BY ONE GO MAKE IT HAPPEN.

If the successful version of you has short hair, go get a haircut. If the successful version of you always wears high heels, go get yourself a pair at Payless or DSW.

Begin to consciously change your style to be the successful version of you. By doing this you will begin to act like the woman in your daydream. Your nonverbal communication, reactions, and choices will all become into alignment with the successful version of you.

Plus once your subconscious mind sees that the outside version of you matches the inside version of you it will begin to manifest all the rest of what that daydream had to offer.

Yes, your style is truly that powerful of a tool. So use it to your advantage as well as your ultimate success.





THE POWER IN A THINK SPACE



Having an office space that exudes productivity is a great thing, but before you can truly be productive you must think through the project, task, and actions at hand. Before you start redesigning your office for the ultimate in 2019 productivity, consider creating a Think Space for yourself.

A Think Space needs to allow for introspective thought, intimate conversations with trusted advisers, and the emotional safety to be real, vulnerable, and be out the box.

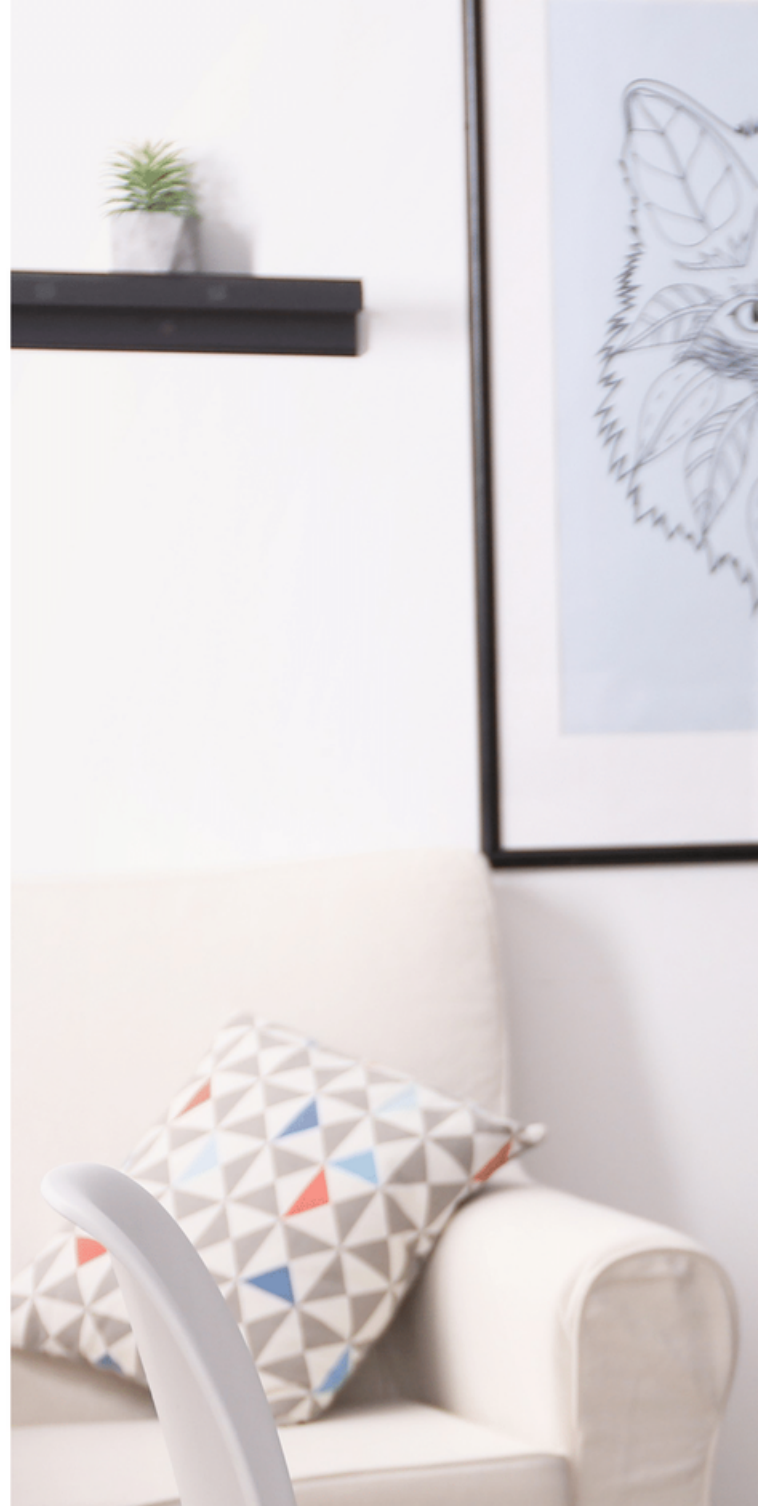
Yes, bright lights and instant access to media, phone, or email - is not a good thing here.

Why do you want a Think Space?

Because no one has time to waste and thinking an idea fully through before just doing it is essential to yourself. A Think Space also allows you to emotionally feel through the ramifications, work efforts, and end results both positively as well as negatively.

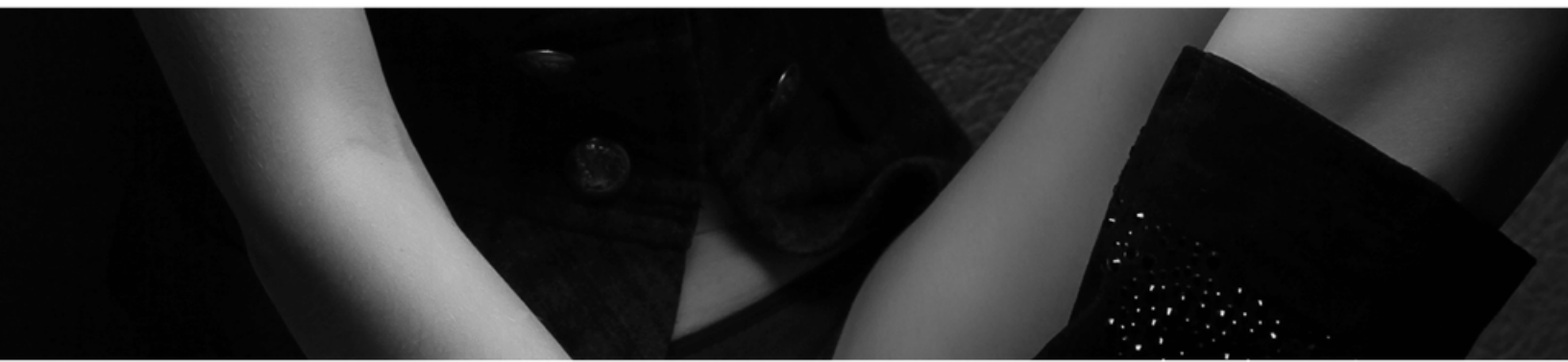
Yep, your Think Space is your Fortress of Solitude.

So before you upgrade your office, consider creating a Think Space just for you. Trust me your workload and bottom line will thank you for it later.



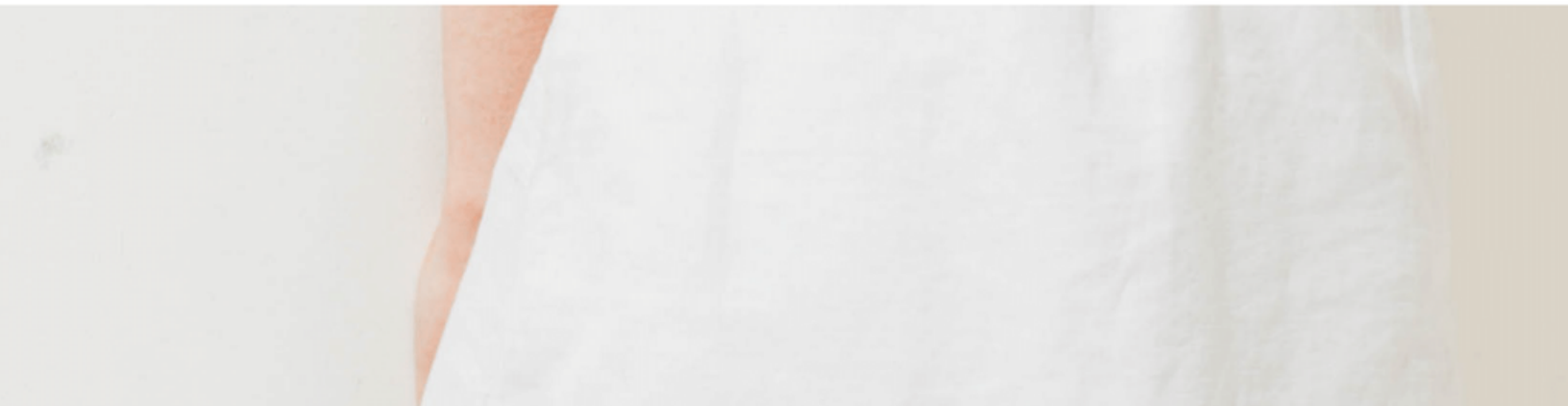


"NEVER CONFUSE MOTION
WITH ACTION."
BENJUMIN FRANKLIN .





SHOULD YOU EMBRACE THE NO
MAKEUP TREND?



The No Makeup makeup trend is hitting a new level.

Yes, great skincare is a must. But let's get real looking our best should be our greater concern.

The truth is that as professional women, makeup helps us come across as more professional. Countless studies prove this. So though you may want to fight the system and say that the need for makeup does something horrible to women, the truth is that men wear makeup too. And I have no interest in fighting social stories around makeup. I would much rather use my energy on advancing my work.

Here is the most interesting thing about makeup, women, and work. The amount of makeup wasn't the issue. Meaning that more makeup didn't mean that you were perceived as more professional. What these makeup studies truly show us is that the act of putting on makeup is viewed as an act of self care and respect.

Self care and respect is something that we all need both personally, professionally, and within our relationships too.

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Don't go on your entrepreneurial journey without a road map. Brandpreneur™ App is designed to be your real world, 24/7/365 tool to help you overcome any business, branding, marketing, lifestyle, or entrepreneurial roadblock that may come your way. Brandpreneur™ App is a Brandpreneur™ LLC project.



WHY A HOLISTIC MARKETING
APPROACH IS THE ONLY WAY

Marketing has always been viewed separately from branding, separately from product development, separately from PR. But the truth is that all aspects of a business: product, brand, client relationship, employee protocol, marketing, pr, social media, packaging design, etc all go into creating a successful marketing experience.

You see the end consumer doesn't look at your business in segments. They don't say well I love this packaging so much that I can overlook a lack of client experience. Nope. They may like the packaging but that will never register in their conscious minds because too many other needs are not met.

So yes, your business and your marketing need a holistic approach.

And not just a holistic approach in being aware of all of the pieces to the business, but also into how the actual experience is. No one likes manic friends or brands. So the tone, attention to detail, caring nature, etc must be the same through and through. One department or area can't be more or less in anything.

Yes, this is where being a "Steady Eddie" is a must.

Because being consistent in your tone and quality builds up certainty between your brand and your consumer. And certainty is the #1 thing your brand needs in a marketing relationship in such uncertain and volatile times.

Stop thinking of your business as pieces and start looking at the holistic nature of it all. Be consistent on all fronts. And though it may feel boring to you, it shows you up as a trusted expert to your audience.



3 THINGS THAT ALWAYS SCREW YOUR
MARKETING EFFORTS (AND YES, YOU ARE
DOING THEM - SO STOP)

INTERNATIONAL SOCIETY OF CREATIVE ENTREPRENEURS™

No matter if your product or service is tangible or virtual it should be an experience. Meaning that receiving, consuming, living, and embodying what your product or service delivers should be a full sensory, engaging, and transformational experience.

Most brands understand this. But what they fail to understand is how to share this life changing experience through their marketing. You understand how to throw the killer party - aka a rocking product experience, but you don't know how to make the invitations - aka the marketing match.

Here are 3 ways:

- 1. Take It From The Teens.** Being asked out to the prom is not what it use to be. It is an entire mini production. They go big to get the yes. Maybe you should too.
- 2. Fair Warning.** You know long in advance when your bestie is getting married. And as time gets closer you get more and more reminders as well as more and more details.
- 3. Get Off line.** From wedding announcements to release parties Information is online and offline. Don't let the media fool you, offline connections still work.

When we stop limiting ourselves to trying to shrink down our lives' work into little moments, and begin to think of out of the box ways to share mini experiences of our greater work we are able to honor our work while enticing our audiences to lean in and say, "Yes!"

Being an entrepreneur means you are naturally creative. But yet the entrepreneurial informational marketplace doesn't offer distinct solutions or recognition for the creative heartbeat and spirit you have. The International Society of Creative Entrepreneurs™ (<http://isce.co>) is the go to resource for creative entrepreneurs. Offering professional recognition, trainings, community, connection, monthly meet ups, and live events. ISCE is set to bring power to the creative entrepreneurial marketplace.



MARKETING STRATEGY INTO
MARKETING SUCCESS



Like with any good strategy, it is only as good as the execution.

Now let's assume - and yes this is a big assumption - that your strategy is a good one. That you 110% believe in it. You have no doubts, hidden fears, or concerns about it. And with that assumption in place- I can guarantee you how to make it the ultimate marketing success.

Yep, you read right - I GUARANTEE IT!

You see if you understand and believe in your marketing strategy in such a clear, from the core of your being- the only thing that is stopping you from actually reaching success is..... Drum roll please....

CONSISTENCY.

The most unsexy word possible, but the truth.

If you fully believe in, understand, and are behind the strategy. The only thing you have to do to achieve success is consistently act on it. Consistently walk the walk and talk the talk. Consistently show up and be the best representation of your brand.

So believe in the strategy, be the strategy, and consistently execute the strategy and success will come. It truly is that simple.

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A great brand alone isn't going to get you known. Being seen as an industry leader, creating mass social proof and standing out from the crowd in an authentic and powerful way is crucial to your brand's success. And to do that you must do more than the rest of your industry. Entventure™ (<http://entventure.co>) creates original and media worthy platforms for the learners and leaders in the entrepreneurial fields to stand out and be seen.

I get it. You hate social media. You wish it would have never been invented. I feel your pain. And unless you are going to be a total rebel and reject all forms of social media, you need to find a way to get over your angst and just do it.

And though none of us want to say we “fear” social media the truth is we kind of do. We fear the amount of work. We fear the relationships. We fear the haters. We fear that all of this will be for nothing. We fear we will be found out as a fraud.

Let's get over our fear and get to work.

1. The Work. Yes, if you do everything on all social media platforms it is a lot of work. So choose the 2 platforms you love and then be consistent at it. Yes ideally 3 posts a day may be perfect for you to be seen, but start with one. You are training for the social media marathon here, you have to build up to it.

2. Relationships. Yes, I understand that our introverted ways find relationships exhausting. So set boundaries. If people truly want to engage with you then they have to do it in a way and on a platform that empowers you.

3. Haters. Haters will only come once you are visible. So yes, they are a good thing. But when it comes to dealing with them, create policies now that you or an assistant can implement. You don't deal with haters personally. Follow the policies and that is that.

4, All For Nothing. But isn't this a bigger concern for you. I know it is. The truth is that any of this, social media, work, life is all for nothing if you quit. Don't quit.

5. Fraud. Fraud is a word that strikes fear into most people because no matter how many degrees we have we never feel like it is enough. Here is the truth, I highly doubt you are pretending to be something that you are not. If you create floral arrangements, then calling yourself a florist is accurate. If you write articles or blogs, then calling yourself a writer is accurate. Now you may not be a Celebrity Florist or Award Winning Writer like you secretly hope to be. But your secret hopes aren't what you are sharing online.

Yes, put your fear aside and start. Commit to doing what is right for you and your business. And sharing your message in a way that people connect and relate to it is right for you and your business.






Just because you haven't fallen for the social media Kool-aid doesn't mean that you can't use this marketing tool to your brand's advantage no matter how much you don't enjoy it. Social Media Who Hate Social Media (<http://smwhsm.com>) is designed to have you reframe what social media is to you and how you can successfully and happily use it to your brand's advantage.

5 WAYS TO GET OVER YOUR FEAR AND JUST DO IT

SOCIAL MEDIA FOR PEOPLE WHO HATE SOCIAL MEDIA



*Don't bother
just to be better
than your contem-
poraries or prede-
cessors. Try to
be better than
yourself.*

William Faulkner