TOP SECRETS

How to be a Successful LNC

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Pat Iyer and Barbara Levin

Therese Sparby's
Top Three Marketing Tips to Make Your Sales Conversations Easy!

1. **Get Curious, ASK QUESTIONS!**
   In a sales conversation, if you are doing most of the talking… STOP! Trying to sell your product or service to someone without having a conversation to discover what it is that he is struggling with is like a doctor writing a prescription without seeing a patient or asking any questions to find out what is making her sick.

   Find out what your buyer is struggling with and really wants! This seems like a basic concept, but often, entrepreneurs get so excited about how amazing their product or service is that they forget that the sales conversation is NOT ***really about their products – it's about the prospect's core challenge and how your solution solves it!***

   If you build a relationship with your buyer by asking great questions, he will begin to know, like and trust you because he'll feel understood. With that relationship, you have the opportunity to make the best recommendation for him as a partner in the process.

2. **Allow your buyer to be uncomfortable!**
   As you ask your buyer questions about what she struggles with and what she wants, she creates a tension gap for herself between where she is and where she wants to be.

   During the sales conversation, let her motivate herself by exploring the struggle and how what she is doing now is not working for her. Legal Nurse Consultants are often problem solvers; this makes it tempting to want to start solving the client's problems while on the sales call. DO NOT DO THIS!

   Let your offer be the solution to this uncomfortable feeling. Allow the sales conversation to be the time to explore the impact of her frustrations and how your solution provides the bridge she's hungry for.

3. **Ask for the sale… the right way!**
   There are three key components to remember when you want to ask for the sale the right way:
   A. The first key comes directly from Radical Leadership and is the most powerful concept that I have ever learned and employed in my business. This is the reason that I have a 90% closing rate when I make an offer to a potential client over the phone. Ready for it?

Here it is:
Ask for what you want and be UNATTACHED… (you cannot fake this one).

From the beginning of time, we have been conditioned to manipulate other people in order to get what we want. Instead of just asking for what we want, and letting others willingly say yes… we feel we need to convince or force them to do what we want. This is NOT the case. Think about how you feel if someone asks you for something, and he is not going to get mad or upset or disappointed if you say "no"? If you are like most people you would gladly help him if you can. Now think about the impact on you if someone demands something or tries to manipulate you. The automatic invitation is to go into resistance (i.e., "No!").

Asking for the sale and *being attached* to whether or not the person becomes your client, has the same energy as the second scenario. If you are one who hates being sold to, think about the experiences you have had while being sold something. Can you tell if the person making the offer was attached to you buying?

Buyers can tell if you are desperate, so when you ask for the sale you have to truly believe that this is the best solution for them, for their sake. If you need the sale or the money, it shifts the energy that you ask for the sale with and feels manipulative. Ask for the sale and be unattached, and you will be amazed at how many clients say yes to the offer you have!

And for those that say no, it's no longer a big deal!

B. The second key to asking for the sale the right way is to be confident and trust yourself. You want your buyer to be as confident as you are that what *you* have to offer is the solution to their problem. At this point, do not be modest, or hold back… you must believe beyond a doubt that what you are offering is the best fit for what this client needs.

How would you feel if you were visiting your doctor and he said something like, "Well, I'm not sure the best course of action to take here. We could start with radiation therapy or penicillin. Where would *you* like to start?"

If the expert does not have any confidence in the solution, the person feeling the frustration of the problem will not buy into the solution. You are the expert, and the

moment of asking for the sale it is your chance to be the doctor and prescribe your solution.

C. Finally, a huge part of asking for the sale the right way is to know when to NOT ask for the sale. Giving yourself permission to not ask for the sale opens up the opportunity for you to have 100% confidence every time you do ask for it. Here are a few reasons to refer the buyer to someone else, or simply not ask for the sale:
    - You cannot help the client solve her problem
    - You are not sure the client is a good fit for you
    - You are only asking for the sale because you want the money
    - You can tell that the client is going to step on your boundaries, become a pain to work with and become an energy vampire

With these tips in hand, your sales conversations should be easy and profitable!

Since 2008, Therese Sparby has been coaching powerful entrepreneurs and executives from a wide variety of industries such as manufacturing, retail, medical, transportation, publishing and business development. Certified through both Radical Leadership® and Coaches Training Institute®, Therese is known for coaching her entrepreneurial clients to a place where earning five figures a month is standard.

Therese Sparby's approaches challenge entrepreneurs to achieve greatness, while stretching themselves to develop their business from the most authentic and compelling part of who they are. She understands the importance of results. With this support her clients create a balance that serves them, their customers and their families. By infusing love, joy, surprise and delight into everyday work life, she coaches entrepreneurs to build businesses that reflect their personal values, and respect their boundaries to create an engaged and alive life while achieving exceptional results.

The Top 5 Reasons Why You Should Be Using WordPress

(In no particular order)

1. WordPress is Easy to Use

Every business needs to have a website today; that is a known fact. An important part of having a website is being able to easily Add, Change, and Delete content that is on the site. WordPress allows all of these easily and quickly. If you can use a word processor, you can update a WordPress site.

2. Themes & Plugins

You can customize your website to look and feel just about any way that you want to by using something called a Theme. Themes are like 'skins' that can change the layout, the colors, the design, and fonts while maintaining the existing content on the site.

Plugins are pieces of code (little programs or Apps) that you can add to your WordPress site to customize the functionality that it performs.

There are hundreds of thousands of FREE Themes and Plugins as well as countless of other ones that are Premium Themes and Premium Plugins (you have to pay for these).

3. WordPress is Scalable

Your WordPress website can grow with you as you grow. There is little chance that you will create a site big enough that WordPress cannot handle. Scalability means that you can get bigger and bigger and Wordpress just handles it.

Some sites that run WordPress include: CNN, the NYTimes, Mashable, and TechCrunch.

4. WordPress is NOT Just a Place to Blog

It used to be that WordPress was a place to create a blog. Since the initial days, you can now create a website that looks like your 'traditional' website without having a blog. The choice is yours!

5. Google Loves WordPress Sites

Goole loves sites created with WordPress for a couple of reasons. First, the way WordPress is written, Google can easily search the content which helps the indexing of your web site. Also, every time you add content, the search engines are notified so they can come and index your site.

If that was not enough, with proper Search Engine Optimization (SEO) and the addition of some great free plugins, you can get your site to rank higher much easier.

About Paul B. Taubman, II:

Paul helps entrepeneurs make money with their websites.

He has learned how to teach all this "technical stuff" to non-techies! He is a master instructor at taking the obscure and complex and explaining it in a simple, fun, and educational way. Within the past 5 years, Paul has turned his attention to teaching website development to folks looking to take control of their website.

Knowing intimately how to do this, Paul now teaches people how to work full time while creating successful websites.

Your stress levels will melt away after working with Paul as you take control of your website and turn it into a profit machine. Visit http://INeedHelpWithWordPress.com/PatIyer to schedule a free website audit and to speak with him directly!

7 Musts for Your Email Signature File

My marketing coaching client was redoing his website. (Can you FEEL his exhilaration?)

He just got his fresh, minty business cards back from the printer. (Can you SMELL those new cards?)

During our next conference call, he asked me, "David, what should go in my email signature file?"

A-ha! Trick question.

What followed was my mini-seminar, pocket rant and micro-manifesto on **email signature file Do's and Don'ts.** And we'll throw in a few examples of the good, the bad and the ugly to keep you entertained along the way.

After reading these tips, you will be armed and dangerous in the email signature file combat zone. Suit up, soldier - we're going in HOT!

1. Don't NOT have one. An email signature file is FREE marketing. If you send 50 emails a day, that's 50 marketing opportunities wasted if your emails don't have a signature block. You wouldn't go out in public naked - so don't let your emails do it, either!

2. Don't make it about YOU. "Read my blog" - "Buy my book" - "Hire me" are all incredibly juvenile, self-centered, and (frankly) REPULSIVE ways to close an email. This approach is completely devoid of value for the reader - and you're actually REPELLING prospects because you smell desperate and needy.

3. DO include a Call-to-Action focused on VALUE. You do want people to take action - but you want to also give them a good "reason why." Here's an example from a signature block I've used successfully in the past. Pay attention to the "So What?" factor that gives people both the ACTION to take - and the VALUE/BENEFIT to THEM.

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http://www.doitmarketing.com

President, National Speakers Association Philadelphia Chapter

National Speakers Association "Member of the Year" 2009

Three FREE resources you can grab right now:

1. Subscribe to get fast, brave, and smart marketing ideas: http://www.doitmarketing.com/blog

2. Follow me on Twitter to get cool micro-ideas to grow your business: http://twitter.com/dnewman

3. Let's connect on LinkedIn so you can tap into my 2,000+ connections:

http://www.linkedin.com/in/davidjnewman

4. DO include your phone number. It's a real basic point but you'd be amazed at how many business owners and entrepreneurs forget to include their phone number in their email signature block. This is becoming increasingly important as 40% of emails are now read on mobile devices, primarily smart phones. And some of your prospects, clients and colleagues simply PREFER the phone. So make it easy for them to reach you that way.

5. DO include a testimonial. Or three. You do great work, right? Your clients and customers love you, right? Why not PROVE that point with every email you send out? ESPECIALLY prospecting and new client outreach emails. My nickname for testimonials is "punching people in the face with proof." (My other violent metaphor is content marketing, which is "punching people in the face with value." Maybe I should've been a boxer.)

6. Don't feel limited by ONE signature file. Have 2-3 different versions ready to go based on who you're writing to, what product or service you're writing to them about, and how you'd like to frame your positioning. In my own business, there are two main types of clients I work with - speaking and seminar clients and marketing coaching/consulting clients. Thus I have a speaking signature file that includes my value prop tag line and 3 speaking client testimonials. And I also have a marketing coaching/consulting signature file with the same contact info but different value prop statement and an awesome testimonial from one of my consulting clients.

7. DO seduce - DON'T solicit. Here's what doesn't work in an email signature file (or anywhere else in your marketing) - brute force solicitation. "Buy my crap" is a pretty lousy marketing message. Rather, focus on seduction - pull rather than push. Two specific marketing recommendations to make you more seductive (in emails and everywhere else, too!) are:
a. Offer value ("Here's a resource - idea - tool - article - recommendation")
b. Invite engagement ("What do you think?" "What's worked for you?" "How can I help?" "Let's discuss this soon...")

David Newman is the author of "DO IT! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits and Crush Your Competition" (AMACOM, 2013). David is the author of eight books on marketing and business growth including Relish for Business and 21 Secrets of Simple Marketing Success. David runs Do It Marketing, a company specializing in helping CEOs and small business owners generate more leads, better prospects, and bigger sales – yes, even in this economy!

3 Marketing Tips

A. Have a Unique Website

Have a unique website that highlights your talents. Do you have a cookie cutter website? Many LNC websites have identical information on them. The only page that is changed is about the business owner. If you ask yourself, "How does this make me stand out? How does this highlight my talents, areas of expertise, skills and personality?" the answer is "It doesn't." It is time to have a look at your website and see how you can improve it. You say, "Someone else is in control of my website. I have a webmaster. When I want to make a change, he charges me." Ask yourself, "Who should own your website and have the ability to make changes?" Answer: "You." Gain control of your website so you can blog and add newsletters, updates, news and other information that will keep the search engines visiting your site.

B. Polish your resume

Will your resume stand up to scrutiny?

1. **Describe your past job experience in past tense and current job in present tense.** Start with your most current education, job or business, publications, if you have them, and then work backwards.

2. **Spell out abbreviations.** Remember that most attorneys are not familiar with medical terms, abbreviations and other aspects of medical language. Don't use *nurse speak* – when we drop off words in a sentence and write like we are charting on a medical record. Write in full sentences so that the reader doesn't have to fill in information.

3. **Use parallelism, which refers to selecting consistent forms of a word.** For example, you might write that your job involved, "identifying patients who needed assessment, creating plans of care, and providing nursing care". Use the same form of that verb throughout that sentence. That's a good point to remember also when you're writing reports.

4. **Logically name your file when you save it.** Don't name it as "My CV 2012". Name it with your name, your first name, your last name and then CV (PatriciaIyerCV). Keep in mind if you're emailing your CV or resume to an individual, the recipient will want to save your file with a name that makes sense.

5. **Look at your document to make sure that it's complete**. Make sure that you've included your complete contact information – name, address, phone number and email address. Double check all details to make sure they are correct. Don't include details that you've gone to a particular program for legal nurse consulting training if you are an expert witness, because that looks like you're a hired gun and being an expert witness is your full-time occupation. Would you see a physician put on his CV or her CV that this person is doing expert work or went to a particular program to learn how to do expert work? It would be unusual to find that. However, if you are presenting yourself as

a behind-the-scenes consultant, you might want to stress your legal nurse consulting education.

6. **Don't list the fact that you are an expert witness on your CV.** Don't list the names of the cases that you've worked on. Don't list the names of the attorneys that you have worked for. This makes it very easy for the opposing counsel to contact those individuals and ask for copies of reports that you've written on those particular cases. They may indeed want that information but make them work for it; don't give them a path so that they can find it.

7. **Don't include extraneous or personal items on your resume.** You don't need a career objective, such as, "Find a job in a progressive labor and delivery unit." That would be appropriate if you were applying for a job but it's not appropriate if you are looking for legal nurse consulting work. It's also not necessary to include information like birth date, marriage date, names and ages of your children, hobbies, and extra-curricular activities. It's never really possible to anticipate it in advance how somebody is going to react to those. In this era of identity theft, be aware of protecting some private details. Do not list your social security number or license number.

8. **Don't include stuffing** – needless, extraneous details, everything that you have ever done. Don't misrepresent your credentials. You've probably read stories about people who have been caught in lies. If you lie about your skills or your background you're not going to be able to demonstrate them when you're working with attorneys. This is a fairly common issue in the general public that people inflate or misrepresent what they've done.

9. **Carefully proofread your document.** Errors on your resume can be very embarrassing – I've seen a number of resumes with errors in dates or spelling. Ask someone else to also proofread it. Carefully check the dates. Are they accurate? Do your dates overlap, showing you worked in more than one place at a time? You may have, but be sure the details are accurate.

Legal nurse consultants have to be detail-oriented to succeed in our field. Prove you have the skills when you put together your resume.

C. Gather testimonials

Legal nurse consultants who don't use social proof to gain new customers are overlooking an important marketing technique. Social proof is also referred to as 'informational social influence'. It is the concept that people will conform to the actions of others under the assumption that those actions are reflective of the correct behavior. There are several ways to demonstrate you have earned social proof.

1. **Video testimonials**
   Social proof is a big component of sharing information that will reassure your client. Include testimonials on your site and in your marketing materials. Use video testimonials from satisfied clients. The most credible testimonials consist of footage you obtain with a high resolution pocket video camera or an iPhone.

Use a flip camera (high resolution pocket video camera) which costs a couple of hundred dollars. This is a very easy, lightweight camera to carry in your pocket and you can use at a conference, in the attorney's office, or wherever you are with your client. Ask the attorney's permission to capture a video testimonial right there and then load it into the USB port of your computer to Youtube, where you copy the embed code and place it on your website. Make sure the testimonial is brief, to the point and has good sound.

2. **Letters**
   The second most credible testimonial is in written form, such as a letter or email you received from an attorney who praises your services. You may get an email from an attorney who says, "You did a great job. If it hadn't been for you I don't know that I would have been able to make it to this figure on this case". Request permission to use this quote. Those testimonials show that someone appreciates your work and it also makes you a trustworthy individual or company to work with. I usually say, "May I have permission to include this quote in my marketing efforts?"

3. **Initials and Location**
   The least credible testimonial does not use a name, or uses a first name only: "LNC, Inc. is a wonderful service. I highly recommend them, AH from Denver, Colorado." The Federal Trade Commission has focused on this type of testimonial and wants to be sure that people using testimonials are able to back up their claims. Those types of testimonials raise a lot of skepticism because there're people who have abused them and have frankly made up those testimonials. Never make up a testimonial. Always strive to get permission to use the attorney's full name and location.

Getting Testimonials

How do you get testimonials? You ask. Get over your hesitation. I have found that attorneys are quite willing to share testimonials. After you've completed a case or a phase of the case, ask the client to give you a testimonial or fill out a feedback form.

Patricia Iyer MSN RN LNCC is president of The Pat Iyer Group, LLC. Gain the skills you need to achieve success in your LNC career by investing in Pat's webinars, teleseminars and books. Save substantial amounts of money by becoming a member of the Instant Access Learning Circle. Get details here. http://patiyer.com/learningcircle/

Join a group of colleagues by becoming a member of *Networking with Pat Iyer*, our private Facebook group. Get details here. http://patiyer.com/legal-nurse-consultants-networking-with-patricia-iyer-msn-rn-lncc/

Three Marketing Tips to Get More Business

1.) Understand “wants” and “needs” of prospects and clients

Always strive to understand what motivates your prospects and clients and the “needs” versus “wants” they possess. Knowing the “needs” versus “wants” of your prospects and clients allows you to go deeper into your niche and make better-defined offerings.

To gain a better understanding and increase the odds of having your offering accepted, separate “needs” from “wants”. While a client may want your services, if he doesn’t need it, the opportunity to have the services accepted is diminished. In better defining the “needs” and “wants” of your niche, you’re able to obtain a greater perspective on how to market to them.

Also keep in mind, if there’s no “need” or “want”, there will be no sale.

2.) Understand the value proposition of your prospects and clients

How do your prospects and clients perceive value? That’s a major question that you should be able to answer. If you can’t answer this question, you’re placing yourself behind the proverbial eight ball.

As an example, some people are more motivated to take action when they see or hear an offering at 50% off. Others may be more motivated to take action when they hear or see that offering is half off, or two for one.

All three situations reduce the initial offering by half, but since some people can be more motivated by one scenario versus the other, you may attract more people to your offering by utilizing the scenario that speaks best to them.

3.) Read Body Language (Nonverbal Signals)

Be very attuned to the body language (nonverbal signals) that you receive from prospects and clients. A head gesture, downturn of the lip, or the waving of a hand at a particular time can give you invaluable insight into the mind of your prospect or client.

Even on the phone and via writing, you can garner insight into the mindset of your prospects and clients. When there's incongruence between the spoken word and a body gesture, follow the cue of the body gesture. The gestures of the body will usually be a better barometer as to the thoughts on the prospect/client's mind than the words being spoken.

4.) Bonus – Product/Offering Consumption

It's nice to have your services accepted, but if the client is not pleased with what you have done for him, the opportunity to work on additional cases will more than likely not occur (i.e. you'll have a onetime usage without the additional opportunity of future services being accepted).

To assure your client is satisfied, follow up with your client and inquire as to how he's utilizing your work product it, if he has any concerns, and what if anything he'd like to see your services consist of that you are not currently providing. The latter will give you insight into what else you can offer and/or improve your services in the future.

Greg Williams, The Master Negotiator, is the author of the intriguing negotiation book titled "Negotiate: Afraid 'Know' More" and his soon to be released new book titled, "Negotiate and Read Body Language: Negotiation Strategies to Get What You Want."

Call Now

Business practices today can be great for people who don't like to talk to others. Think about it. If you try, you can go for days without speaking to anyone. All you have to do is text, e-mail or time your telephone calls so the party probably won't be there.

There's just one problem. Sooner or later someone will actually answer that telephone or return your call and you will have to have a conversation. An important one…to close a deal, land a job, or placate your most important client and your verbal communication skills are rusty. What to do?

CALL NOW. That's right. Just CALL NOW. Some things don't improve with keeping. Let's use the letters in "CALL NOW" as the basis for our plan to improve telephone communication skills.

C – Create a plan. Never just pick up the telephone without a plan. What is the objective for this call? Decide beforehand what possible outcomes for this call could be. Decide what your reactions will be. Write them down. In effect, you are creating your own telemarketing script. A good communicator thinks of all the possible approaches beforehand. Have your answers and rebuttals ready. Prepare your alternate suggestions and solutions. Creating a plan will increase your odds that you will be pleased with the results of your call.

A – Act as though this is the only call you'll make today. "How" you say it is as important as what you say. Your voice should sound fresh and enthusiastic. Be pleasant, courteous, and enunciate clearly. You don't want someone constantly saying "what?" Your mood is contagious. Use it to help you get what you need.

L – Let go of your fears. Most people use voice mail and e-mail as the easy way out because they are afraid. Afraid that they won't get the result they need; and putting it off by leaving messages seems to be the safest thing to do. There's only one problem. If you don't actually speak, you never get any results. One way to look at this problem is to realize that you've already convinced yourself that the answer is no. When you make that telephone call and get better results, you've put yourself ahead of the game.

L – Live in the present. Listen actively. Sometimes when we are having a conversation, we get so caught up in what we have to say we don't pay enough attention to what the other party is trying to tell us.

N – Say "No" to your perceptions of cold calls. Most fears about telephone calls stem from having to make cold calls. No one likes to call someone they don't know and try to persuade them to take action. That's OK. However, if you believe you have a valuable service and have targeted your list of contacts appropriately, it's not completely "cold". You're offering a service that your prospects can use. At the same time, be sure to build your networks of professional contacts. Cultivate people who can give you referrals or who could become qualified leads themselves for your business. It's always

easier to make calls to someone you know. Increase your circle of contacts and decrease your discomfort about cold calls.

O – Onward to your next call. Whew! That first call is over. Don't stop now. A curious thing happens when you begin to make several telephone calls in a row. They become easier. Each call you make gets better than the last. You are using skills and reinforcing them through practice. You don't need to set aside large amounts of time for telephone calls. Fifteen to twenty minutes will do. Just don't make one. That one call will assume such proportion in your mind that you will never pick up the telephone and dial. By making several calls, you ensure that you're prepared and make each one as professionally as possible.

W – Wow! Watch your revenues increase. When you make a point of communicating live with people, you increase your chances for positive results.

Pick up that telephone. Don't wait. CALL NOW!

Jo Ann Kirby, president of KRG Communications Group, believes that sales is a conversation. Using a how to approach for soft sell techniques, Ms. Kirby helps people with little or no sales experience succeed in getting increased sales. She has over 25 years of experience in sales, inside sales and sales management and an extensive background in training and development. Kirby is a results-oriented coach and motivator of sales and service personnel. Her approach is hands on and practical with an emphasis on active coaching skills.

Jo Ann Kirby has a BA in Liberal Studies, a Masters' degree in Management and Leadership and completed a two year certificate program in Training and Development. She has developed and delivered sales and service training programs for various companies over a variety of industries. Ms. Kirby has been published in The Toastmaster magazine.

ChrisMakellCoaching

Discover how to transform *what you do* into 6-figure success

Three marketing tips to get and keep clients using Exquisite Client Care strategies…

1. Three surprising things you MUST focus on to WIN and KEEP your clients.

1. How you make their life easier
Don't give them hoops to jump through to get what they need to be successful.

2. How you'll save them time
Share the good, bad and the ugly so that they avoid the pitfalls of moving forward fast.

3. Solid proof and guarantees
Brag, boast and share your successes and always offer a guarantee so that they feel there's nothing to lose.

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2. The ONE thing your customer remembers MOST about your business: *(this will help your referrals soar!)*

How you make them…FEEL…as part of your business.

It's truly about the experience they have with you…more than your programs, products, features or benefits. Success in the hearts and minds of your clients is revealed in how you appreciate them in your interactions and overall business.

Remember the saying, "it's not what you said or what you did, it's how you made me feel…"

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3. Three mistakes we unconsciously make that drive customers away:

1. Engage in "distracted" conversations with them

Perhaps you're checking your calendar, your email or worse your watch instead of deeply listening and engaging with your client. Just as they can "hear" your smile, they can "hear" your distraction.

2. Connect with them only when you have something to sell

Staying in touch on a regular basis DURING their time with you in your programs or while consuming your products is a particularly good way to guarantee a follow on sale.

When you wait until the "end" of your offering, you can appear to be only after a sale and that you don't care about the results they can experience with you.

3. Not have a "plan" for how to serve them

If you leave your clients to their own devices, you most certainly guarantee a less than satisfying experience for them. However, when you have a plan, they know that you are guiding them to the result they want and are therefore interested in their success, not just their investment.

A "plan" also helps you to design your business in a way that feels like you're helping your clients to achieve a result, an outcome that changes lives – theirs and your own.

About CHRIS

Chris Makell is known as the 6-figure ideas™ success mentor to the entrepreneur who wants to transform "who you are and what you do" into 6-figure success. She is the founder and CEO of Chris Makell Coaching, a leading global coaching and training company dedicated to helping high achieving entrepreneurs identify your unique, one-of-a-kind 6-figure business idea™ by harnessing experience, energy, expertise and engagement with your market to get more clients and make more money.

Chris has worked with hundreds of business owners in her highly successful Idea 2 Impact™ (i2i) private and group programs. The i2i™ programs are designed to create your 6-figure idea roadmap that will make the greatest impact on your clients, your income and your overall

business success. In i2i™ workshops and retreats where she guides her students to attract more clients, create, price and sell their programs, products and services, you will create a business that uses your natural and unique talents and skills to reach a higher level of success.

She is an international speaker, having spoken in India, China and France, as well as across the US, and the author of the book "A Smack Upside The Head ~ Your insider's guide to the mistakes, missteps and mishaps on the way to your own Blazing Business success."

With extensive experience as a business owner and more than 25 years in high-level corporate leadership positions at IBM, she delivers a no-nonsense approach and unwavering support of her clients along with a depth of experience, knowledge, and expertise in marketing and business development.

Chris provides today's entrepreneurs with their 6-figure breakthroughs and other resources, worldwide, via her 6-Figure Ideas ezine. In each weekly issue you'll love the business acceleration results you'll experience in Chris' Idea 2 Impact™ success programs, which will transform your experience of business to one of prosperity and freedom, the essence of the entrepreneur lifestyle you deserve.