



Jump Start 2020

A 31-Day Challenge

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plans to prosper you and not to harm you,
plans to give you hope and a future."

-God, Jeremiah 29:11

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Welcome

This is it! This is about to be your best year ever and you will ring in 2020 with some of the most amazing and talented and blessed ladies. First, these ladies have a heart for God, their families and helping others. I cannot wait to introduce them to you in this challenge. By the end you will see what I mean and you too will call them friends.

A challenge is not to make you feel guilty about what you have or have not done in the past. A challenge is not to make you stressed about what the future holds. A challenge is for right now, for a time like this. A challenge is as much or as little as you want to put into it - and the choices are varied and will fit the most advanced to the beginner.

Cindy Rushton will be taking the lead on this 31-Day Challenge and you will be blown away by her enthusiasm and her talent. Just putting the outline for this challenge together with her in a marathon work session showed me her talent first hand. She is a gifted encourager!

Are you ready to roll up your sleeves and see what God has in store for you? I am and the best news, we will be beside you all the way!

Jumpstart 2020...

A 31 Day Challenge to Jumpstart Your New Year!

31 days from now your business or ministry can look radically different. In fact, commit just one hour a day to work on your challenge and your business or ministry will never be the same. This will be a month of taking massive action. It will be a month where you make time to do the things that will impact your bottom lines, your influence, your outreach, and your impact for this year and years to come.

Jumpstart 2020 is a 31 Day Challenge where you will commit to work on your business or ministry every day. It may be planning. It may be . brain dumping. It may be working on a list of things to do. It may be rewriting or revising old content or copy. It may be taking steps to do something very new that takes you outside of your comfort zone. It may be working on a project that has bottlenecked your progress. Each day you will take massive action. As you do, you will post your progress in our group where you will find accountability, encouragement, and great ideas that will take you even further than working on this by yourself.

That is not all!

Private Group Sessions

We have live group sessions each week on Zoom. These sessions will feature a quick topic then we will open the mic for group coaching to help you as you work through your challenges. You can bring your questions to the group where our team and fellow group members will help you. You will find support, encouragement, and practical ideas from one another. You will develop relationships that will forever impact your business. We want for you to join us live for every session, but we also understand the demands of your busy lives. We will have replays available of every session. Now, do note that missing the live sessions and listening to the replays will only give one credit for your challenge points. Also, it will limit your ability to access the benefit of group coaching. Make plans to join as many live sessions as possible. This 31 Day challenge is FOR YOU. Set aside this time for you and your business or ministry.

Private Pop-up Sessions

We are planning surprise pop-up sessions on topics that are going to be a big help for you as you move into your new year. These will be available only to our challenge members. We will offer replays for a few of these sessions, but we really want for you to join us live so not everything will be available for replay.

Bonus Challenges

This is where we will have even more fun. We will have bonus challenges that can help you earn extra challenge points. Of course, these bonus challenges also help you to expand your business or ministry and help others expand their businesses or ministries.

Facebook Group

Get even more support and more awesome ideas on our Facebook Group. For our challenge, you will receive points by submitting daily updates of three things:

1. What you accomplished during the day to work on your challenges.

2. Your big takeaway from our daily group sessions, pop-up sessions, or session replays.

3. Updates on any special bonus challenges.

Prizes

Not only will you have the business or ministry benefit from taking massive action, we have fun prizes that you can earn as well. Every person who completes the challenge as a finisher, will earn a prize. Completing the challenge requires that you finish one challenge of your own (counts as 10 points), plus earn a total of 50 points by the end of the challenge. Not only do you “win” by jumpstarting your new year, but you also win a great prize!

For those who hit 150 points, you get the first prize PLUS you can earn a private coaching session with Felice Gerwitz or Cindy Rushton. The top 5 people with the highest points will receive access to an online event of their choice with Cindy and Felice. That is not all! Our challenge members will also be added to teams who will be competing against each other for a chance to win access to a special one-day “Intensive” with Cindy Rushton.

Points:

- 2 points per day for being live in the live sessions and posting a takeaway in our Facebook group.
- 1 point for listening to a replay and posting a takeaway in our Facebook group.
- 1 point for posting in the group what was accomplished each day.
- PLUS! Weekly Bonus Challenges!

Ready to dig in?

This guide will provide you with a self-study plan for working on your challenges. The best way to get started is to read the next couple chapters and work through the journals, brain dumping, and planning in those. Then, take a look at the various challenges. Just pick one. Find the one that will make the biggest difference in your business or ministry this year. Perhaps choose the one that is your “next step” or something that has been nagging you for a while. Let’s work on that one first. If you get it done before the challenge is over, you may want to look through others and pick another. You can use this guide throughout the year to challenge yourself after this challenge is over.

Our goal for you is to help remove any obstacles, hindrances, lids, or limitations that have kept you from taking massive action. We want to see you step into this year fully prepared for your very best year ever! Let’s jumpstart 2020!

Jumpstart 2020!

It is said that the habits you choose today will determine the person you will be tomorrow. I will take this one step further. The habits and actions that you choose today will determine the person and the business or ministry that you are tomorrow and one year from today.

It is time to jumpstart 2020 so you can go where you have never gone before. It is time take massive action so this year is truly the year that you have wanted.

During the next 31 days we will be working with intention to jumpstart your year. We will develop good habits that will help you be your most productive this year. We will troubleshoot some areas that have needed attention, revamping, and the perspective of others. We will look at the areas of business and ministry that you have wanted to implement and take action together to get them started. We will take those scary steps that have been holding you back from stepping out into your calling.

So, for today, take a moment to evaluate where you are and what is needed for your business or ministry to prepare for your biggest year ever....

Which areas of your business or ministry need attention, revamping, fresh ideas, or troubleshooting?

Is there something that you need to do that is terrifying you and holding you back from fully stepping up to your calling and life purpose?

Are there areas of your business or ministry that need to be implemented? Restructured? Updated?

If you could try something new, what is it?

If you could ask one big question or learn one big thing, what would it be?

Habits

Your habits determine your success. Your success is determined by your habits. Think about it for a moment. This past year, what was your greatest accomplishment?

How did it happen?

What did it take to get it done?

Flip the coin...

Was there anything that needed to get done, but was put off, procrastinated, or simply nothing but a wish that moves into this year with you? Describe it.

What happened there?

Why didn't it get done?

Our habits are tricksters. They either undergird us and support us to the finish mark or they are a lid, limit, or liar that holds us back from our greatest potential. I have both habits in action...even today.

Interestingly, during this season of my life, I have new habits that have taken some of my best habits hostage and hid them with a ransom. Those habits were developed during a time that I had gone through a very big life trial. They served me well then. They enabled me to learn some great life lessons, develop the real me, let go of the things that I could not do, and accomplish big things during that season. However, their time is over. It is time to pull back out some of my important and integral habits that have given me great success as a minister and entrepreneur. I deal with this daily just as you do.

Our success is completely determined by the habits we implement each and every day. We have to be self-aware in order to see them and we have to do something with that self-awareness if we want to press in and press on to great things.

As I have looked back over the last year, one of my best new habits has been to set aside an hour a day to work on my business and ministry. It has been a non-negotiable one hour a day that happens either before work or before bed. It gets done or I am not finished for the day. The days that I get out of bed early and dare to dig in are my very best days. It seems like everything gets done and feels purposeful and complete.

The first few weeks it was an all-out fight. I was fighting against my self-imposed lids. I was fighting against my self-imposed limits. I was fighting against my self-imposed and self-supported lies. One hour a day seemed impossible until the one day that I determined that I

could not go on without moving forward in my business and ministry. That day I got up an hour earlier and got so much done that something happened inside of me. I wanted to do that again. You probably know what happened. Yep, the next day I got up an hour earlier and to my delight I got so much done and my day started on a completely different note. I felt like the “old me” again. I was taking massive action.

Did my “habits” just give way to the new (old) habits? No. It was still a battle. Oh, it was a big battle. I have been balancing a “job” and school for my Master’s Degree and life. There is something so delightful about my business and ministry that creates a really strange “conflict” that I never experienced before. Because of my self-imposed and self-supported lies, I now feel guilty for how easy and amazing and natural it is to do the things for my business and ministry and I battle with feeling that it is an “extra” in my life instead of it begin the real thing that it I actually feel afraid of success. I have a part of me that sabotages the success. Why? All of this is habit. All of this comes from the “new habits” that were developed to lay things down for a season so I could work a job outside of the home.

At the time that I took the job I felt just as weird. I had always been in business, with only a few jobs along the way. My mindset was entrepreneurial and ministerial. My habits supported my productivity so much that it was effortless for me to be prolific and very successful. Of course, working a J-O-B meant that many of my habits had to be set aside to fulfill the tasks of the job. I had to retrain to work outside of my business and ministry. It was a huge learning curve. Those habits were great. They brought me great success. I learned some of the most important life lessons. However, those habits also directly conflicted with my real life purpose. Putting those aside to get back into the entrepreneurial or ministerial lifestyle is one of the most difficult things that I have ever done. I completely see the struggle that many of my coaching clients have gone through as they took the leap into their own business or ministry.

So, where are you? Is it time to develop some new habits?

What habits or daily routines currently set your business or ministry apart?

What habits or daily routines are holding you back?

What one habit could you develop that would make the biggest difference?

Are there any routines that need to be tweaked in order to make the most of your day?

Fast-forward one year...what can you do today that will make the difference when you look back next year?

How will you support the habit while you implement it?

Discerning God's Will For Your Business By Felice Gerwitz

I have made so many mistakes in thinking I was following along on the path the Lord laid out for me, but I missed out on several key points.

First, a bit of background. I was asked to speak on a topic within my skill set, but not necessarily an area of expertise. This conference was in the middle of nowhere and I remember thinking, "The people who think we are overpopulated have never driven out to Labelle." The roads were flanked by fields of corn and other unidentified produce for miles upon miles.

Little did I know that a person in the audience sat on a prestigious board of directors and the next thing I knew I was invited to speak at a significant conference. This state-wide conference invitation soon snowballed into three appearance requests in a month. I knew that to be a successful speaker I should have a product to sell and for me that was a book. I prayed about this venture and felt like the Lord had opened doors I had not asked for, yet I was elated.

The problem was the book. I didn't realize I wanted to be an author until I sat at home with my firstborn and read novels to pass away the time. I could do better, I thought! I wanted to write an action-adventure book, or perhaps a romance, never in my wildest dreams did I think the first book's title would be, "Teaching Science and Having Fun!" but it was, and is currently in its fifth printing and has seen international distribution.

God's Plans vs. Our Plans

So, what did I forget in my quest to discern God's will for my business?

1. God's timing is not my timing.
2. God's plans are far greater than anything I can imagine.
3. God speaks in whispers and I need to be in prayer and open to listening.

I forgot that He is in control. I'd want to go full-steam-ahead while he was gently reminding me that I was a wife and mother first. I wanted to speak everywhere until I realized that logistically it was not going to work for my ever-growing family. So what did He do? He had me wait quite a few years to write that first book and for the speaking invitations to turn into online presentations. In fact, Cindy Rushton gave me my first online platform and after one or two presentations I was shipping books internationally all from the comfort of my desk chair, computer, and headphones.

Fast forward and Media Angels, Inc. began in 1994, was incorporated in 2004 and obtained a registered trademark the same year. I have sixty products, most of the books are geared for the

Christian homeschool market. I've branched out with one mainstream book, "Information in a Nutshell: Writing and Publishing," and two Christian ministry books.

You may wonder about my speaking engagements? I speak to approximately two to three thousand people a week via my various podcasts. All from the comfort of my home, and not in real-time so I can batch-record when inspiration hits. I now own the Ultimate Homeschool Podcast Network with various shows and the Ultimate Christian Podcast Network with a multi-denomination reach. My latest venture is the Ultimate Christian Communicators Conference, which I hope you will all attend.

Finally, I had to take the "I want" out of my request as I prayed for God's will. Instead, I pray, "Your will Lord for my life and my business. You take me where you want me to go." And not so surprisingly the amazing blessings from the Lord surpass anything I could imagine, and I have a great imagination!

Friends, take this challenge and run with it. Ask the Lord to open doors, to help you make meaningful connections and to help you decide on your focus or plan. When do you begin? Today!

Go back over YOUR story. How has God worked out His will in your business or ministry?

How did you get started?

How did God make it clear what you are supposed to be all about?

Give 5 examples of your plans versus God's plans....

This is a NEW Year. Ask God what HE wants for this year. What are His plans?

What are His next steps for you and your business or ministry?

Evaluation!

We are moving into a completely new year and decade. There is so much possibility. There are so many opportunities.

You may have heard the famous quote that when we fail to plan, we plan to fail. I have personally experienced this in my own life and business/ministry. Planning always wins. Operating without a strong plan always leads to obstacles, lids, limitations, and sometimes, failure. Planning puts us in the position to hear God and His plans. Planning puts us in the position to create our greatest works. Planning puts us in the position to step into our calling fully.

The first step in planning is getting a good evaluation of the present. Take some time to get an honest, good evaluation. Let's dig in...

Describe where you are at this time with your business or ministry...

Why are you here?

Are you happy with this past year? Why or why not?

What do you wish that you had done differently?

What do you wish you had accomplished?

What do you wish you had NOT done?

Now, fast-forward 12 months....

What would you like to do different this coming year?

Where would you like to be 12 months from today?

Describe what it will look like...

Describe what it will feel like...

Take a moment. I want for you to think about what you would want if there were no limitations—financial, health, relational, logistics. What do you really want?

Where do you want to be?

Are there things that you want to see changed?

What would you like to change by December 31st?

What would you like to see accomplished by December 31st?

What will YOU be like when you have done it?

How will you feel when you have done it?

What is it going to take to get where you want to be?

What do you need to get where you want to be?

Which actions do you need to take this year to step up to you call and LIVE IT OUT?

What Do You Want?

Today I want to ask you a very important question. Turn off everything for a few minutes and stick with me. I truly believe that if you “get” this one thing down, it will rock your world, and in turn, your business! This one thing will give you the direction that you have been needing. It will help you troubleshoot many of the hindrances and obstacles for reaching your goals for your business or ministry. In fact, this one thing will help you prune away all of the distractions, the options, the busyness, and the procrastination so you can jumpstart this year.

So, are you ready?

What do you want?

Think about it for a moment....

WHAT do you want?
What do YOU want?
What do you WANT?

Take a look at Exodus 33 for a moment. Take a moment to dig into this passage. Write down anything that jumps out at you.

Let's look at it together. I want to camp on a few things and circle back to my question for you.

The background on this passage—The children of Israel had been in Egypt in slavery for 400 years. God saw their oppression and suffering (Exodus 3:7-8) and Moses saw “how hard they were forced to do work” (Exodus 2:11). God called Moses to step up to the call as His vessel to deliver the Israelites out of captivity.

For this passage, fast-forward. The children of Israel had been wandering in the wilderness for 80 years. It was time for them to cross over to the Promised Land, however God had “had it” with them and their unfaithfulness. He was going to let them go on into the Promised Land with an angel going before them, but with one catch.

Take a look at verse 3 again. What is the catch?

Why is that significant?

Right, “But, I will not go with you” (Exodus 33:3). This is significant because the Israelites had become “distinguished” as a people who God dwelled among.

But, Moses. Moses did not settle here. Stick with me on this. Look at verses 12-23. Re-read this passage. There are three things I want to share with you from this passage.

1. Moses knew the importance of God going WITH THEM.

My sweet friends, too many of us have settled for doing things that WE can do on our own. Too many of us have settled for doing things that appease the world. Also too many of us have been doing things that can be accomplished with a great set of goals and things to do. The real secret to doing what really matters and stepping up to the call is to only do what can only be done with God being there WITH YOU.

Remember Exodus 2 and 3? Moses saw that his calling was impossible without God being with him all along the way. He was called to do the impossible that could only happen if God was there in the fullness of His glory. God answered Moses' fears and concerns about his own inadequacy with the reason that Moses COULD step up to his call and do the impossible—because God would be with him!

Fast forward—this is what this scene is all about—God *not* going with them.

What about you? Is this your #1 desire? Explain...

Have you settled for doing things that YOU can do just by having a good list of goals and things to do?

What is God calling you to do—that impossible thing?

What is that thing that you cannot do without HIS presence?

2. His presence makes a difference ON YOU!

Our distinguishing characteristic that should set us apart should be that we have been in His presence.

Take a look at another passage—Turn to Acts 4:13. Read it and jot down anything that jumps out to you.

In this passage, I love that it was not education, special training, accomplishments, or anything extraordinary that stood out about Peter and John. Rather, it was that they “had been with Jesus” (Acts 4:13 NIV).

So, with this in mind, how is your time with God?

What does it look like?

In what ways does it feed your spirit and soul?

How is it preparing you for your business and ministry?

There is a fresh new year ahead, a fresh new decade, what are you doing that can be done without the presence of God?

Now, let's go deeper, what are you doing things that requires that God is with you or they simply will not happen?

3. God WITH him.

This is one of the most important things that I can share. Let's circle back around. Notice something—Moses interceded. He did not settle for what he was getting. Look again at verses 12-23.

What did he want?

Did he get it?

How did he get it?

Yep. He wanted God's presence *with him*. He wanted *even more* of His presence. He got what he wanted, really wanted.

Don't take this light. This can change you, your business, and your ministry. Moses wanted God's presence to go with him. He asked for it. He would not settle for anything less. And, he got it!

I can hear some of you sighing, "But, Cindy, this is Moses. This is Israel. These were the children of Israel." Sure. Of course, hop over to Psalm 37. I want to share it from *The Passion Bible*:

Keep trusting in the Lord and do what is right in his eyes. Fix your heart on the promises of God and you will be secure, feasting on His faithfulness. Make God the utmost delight and pleasure of your life, and He will provide for you what you desire the most. Give God the right to direct your life, and as you trust Him along the way you'll find He pulled it off perfectly!

Today, I want to ask you this one big question: What do you want? Pull aside and really ponder this one question. It makes all of the difference in the world.

Ready, Set, Go...

So, your heart and mind are ready to go, what needs to be done to jumpstart 2020? Through the years people have asked me how I could write so many books (almost 150 now--real, live, 100-300 page books) and balance a heavy speaking and traveling schedule (every week except four weeks a year). The secret is in pulling back each year for a couple weeks to refresh, renew, revive, reorganize, and re-strategize.

In the next few pages and throughout the challenges, we will take you through a few areas that may be nagging you. Take the time to work on the things that are your "next thing" to do so you get started on the right track and jumpstart 2020!

What is the "one thing" that has been neglected for far too long?

What is holding you back from taking massive action?

What is needed to get these things ready to go?

What can you do this week to get things ready for your very best year ever?

Refresh Your Website...

How is your website? For many, we do not promote our business or ministry as we should because our website needs attention. Don't let this hold you back from all that you want to accomplish in 2020! Honestly evaluate your website. Let's do some work getting it geared up for success. It may need some "cleaning-out." It may need a fresh update of pictures, a fresh new theme, an update of information....well roll up those sleeves and let's do a website refresh together....

Is your website up and going?

If not, search Google for a video tutorial on how to set up a website. They will walk you through each step in setting up your site. Even if your site IS up and going, why not take a bit of time to go through those videos and make sure that your site is maximizing all that is available and is ready for success.

Want a great web hosting and design company? My pick is Mom Webs. Here is my link: <http://cindyushton.com/MomWebs>. They host for a crazy low price (even if you have a host, look at transferring to them!). They will set up and install Wordpress, complete with a really nice theme for your website. They have support that is out of this world. They are a nice option that I have used for over 20 years.

Check-up:

- Do you have a "home on the web"?
- Do you need help setting up your own website?
- Search on the internet for videos on setting up your website or new MUSTS for your website. Make a list of what is needed to get it up and going strong for 2020...

Is your website your "first" spot on the web—your HOME on the web?

Let me explain what I mean. Starbucks has built their business by desiring to be that "third" place for people. They know that people have their own home and their work. Those are their two primary "places" that much of their lives are lived. Starbucks endeavors to be that "third" place where people go—for breakfast, to meet a friend, to study, to work on business, to date, to have business or ministry meetings, on and on. Their success is partly because they offer that "third place" people can count on.

Today, many in business and ministry today are putting "all of their eggs" in the social media basket. They are not building their own home on the web. They are not setting up and building a client list for marketing (my pick is email marketing). Rather, they are building their "third place" and at high risk! Now, please understand what I am saying--social media is great, but it should be viewed like Starbucks—as our "third place" where we socialize, meet a friend to chat, study, work on business, share our brand, host a few of our business or ministry meetings, and so on. It should not be our first place (home) or our second place (work or ministry). Just ask the person who has been blocked out of their Facebook or had content removed from YouTube or been lost in the Twitter feed or remained hidden in Instagram or Pinterest. Your best should be invested in your "home" and your own business or ministry.

Check-up:

- What is your first—is it your website?
- How will you pour your best into your website? What does this look like?
- Where can you invest in your business or ministry that is owned and controlled by you and not subject to others?
- What will it look like to make your social media your “third place” this year?

Is your home on the web CENTRAL to all you are doing?

Similar to the last point, however let’s go even deeper. Are you building YOUR HOME-on-the-web or another ministry, another business, another site? While I work with other ministries and businesses regularly, I do that as a promotion, not a priority. Let me explain. My number one priority and best use of most of my energy is when I pour into building up my name, my message, and my sphere of influence. Don’t mistake this as “selfish” or “narcisitic” or “worldly.” This is biblical. This is how God chose to do it. He always chose “a person” and did mighty exploits through them and their lives. He has chosen you as well. He has given you a message. He has given you giftings, talents, skills, and a territory. You have influence in your sphere. It is time to bring it ALL HOME. Focus on YOUR home-on-the-web and its sphere of influence.

Check-up:

- Is it time to move your content into your own site—not another blogging site?
- Is it time to give your very best to your website—not another community or another site?
- Is your website your HUB of all you do?
- Is your website your spot where people can access all that you do FROM it?
- Do you need to bring everything back to it?

Does it communicate who you are?

This gets down to the nitty gritty! This is MORE than just an ABOUT page (which is needed and may need to get some attention right now). Take a moment to visit your website as if you were a first-time visitor. Go through and evaluate everything:

Check-up:

- When you arrive at the website, STOP. What do you see when you first get there, before scrolling down?
- If a person stops here, what is their experience?
- Does it make you want to scroll down or click off?

- Can you find everything EASILY?
- Are you communicating who you are, what you are about, and what you have to offer?

Does it communicate what you are all about?

Think of your website as a hostess that welcomes everyone to your home or a salesperson that introduces who you are and what you are all about. It is often the very first “face” people see. It is the first introduction they get to you, your culture, your character, and your services. Ok, with that said, the average website visitor only stays on a website approximately 15 seconds. In those 15 seconds, they size up everything and make the determination of whether they will scroll or click to know more. What they experience is very, very important.

Check-up:

- Does your website engage your visitor?
- Does it create a desire to know more?
- Are you sharing everything that YOU are about on your site?
- Is there anything missing?
- Can people find what you have EASILY when they come to your site? Links to all you do, information about what you have to offer, updates on what you have going on?

Is it building YOUR NAME?

Talk about a sticking point! This is often very uncomfortable for the business owner or ministry leader. Unless you have been in business or ministry for a long time, this may be a very uncomfortable point for you. Even if you have been in business or ministry, you may still feel a bit resistant. This is vital to your success. Building your name is not a selfish, narcissistic, or vain thing to do. Rather, when you build your name, you give others an awareness of where they can go to get the help you can offer. You let them in to be a part of your community. You make your resources and services available. This is not an option. It is essential that you build your name.

Check-up:

- Are you building your name in EVERYTHING you do?
- Is your domain name YOUR NAME?
- Are you using YOUR NAME in all of your social networks, in each of your posts, in all that you are doing?
- Do you need to update any of these to build your name?

Are you up-to-date?

How easy is it to neglect the little things? The little things make a big, big difference. Having updated pictures, bios, contact information, videos, audios, schedules, etc. is easy to miss in the midst of finishing up projects and living out our daily schedules. I am the worst about this. I have to set a reminder every year to check on this. How about you? How updated is your website? Go through your site....

Check-up:

- Do you have your picture on each page, on each post?
- Is your bio updated (this is found under your “user name” in Wordpress. This is great because you can update it there and it appears updated on all of your posts.
- Do you have audio and video on your site? YOUR audio, YOUR video on your site? Are they updated?
- Is your contact information up-to-date? Easy to access?
- Is your schedule up-to-date? Easily found?
- Is there anything that needs to be updated or eliminated?

Letting people into YOUR LIFE? YOUR STORY?

How real and transparent are you? I am not talking about the typical and very annoying rants on social media typical in our day. I am also not talking about living out a “reality show” lifestyle either. I am talking about whether the real you is portrayed on your website. Does it feel like a real person who can be known or some bland information page. There is a big difference. There are many people out there with a passion for the same target audience. Often their ideas are very similar. What sets you apart is YOU. What they are looking for is the person who is “like them” and has what they want. They will not know you are the one if you never let them in. Let them in!

Check-up:

- Does your website share YOU and your life?
- Are you the brand for your website?
- Does your website impart your culture—the atmosphere of your essence?
- Are you sharing your life—good, bad, ugly?
- Are you sharing what you know and love?
- Are you sharing your struggles and how God took you through them?
- Are you sharing your story?

- Are you real, transparent, and authentic? If not, what changes need to be made?

Sticking to YOUR MESSAGE?

God has given you a message that is completely yours. I know that there are all sorts of theories and tips and strategies for building a great business or ministry. Many miss this. However, your message is your greatest tip and your greatest strategy. It is what sets you apart. If you think about it, it is the one thing that fires you up and inspires you. It is that one thing that you never get tired of doing. Stick to your message.

Check-up:

- Does your website stick to your message?
- Has your website gotten off-track?
- Go through your website and remove anything that does not stick to your message.
- Add 5 things this week to your website that support your message—a blog post, updated ABOUT ME page, a new audio, a new video, a new page on your website with the story behind your message.

Connecting with your visitors?

A website is not a business card. It is not a banner of what you do. Rather, think of your website as your home. It is a place of connection and relationship. Your website communicates your culture and your heartbeats. It is a place where people can come into your “home” for ministry, renewal, refreshing, and friendship.

Check-up:

- Is your website representing you well?
- Is your website connecting with the visitors?
- Do you know your visitor? What are they like?
- Are you talking to them?
- Are you developing a relationship with them?

Bringing them back to your site?

A website is not one-and-done. By that I mean that your website should not be set up as a place they come for a few minutes and then never return. Too many websites settle for that. Your website should have enough going on that it becomes a “gathering spot” and a place they come regularly. Your job is to provide the content that brings them back. Your job is to communicate that you are building your website every day and that there will be more. The trick is that has to be communicated the first 15-20 seconds that they are there. They have to easily find it, but it has to be there and be growing.

Check-up:

- Is there anything going on at your site that they do not want to miss? If not, brainstorm what you can add to your site that can be a GATHERING SPOT for your target customer.
- What can you add--Listen to audios there? Discuss blog posts/articles? Question of the week? Videos? Forum—don't begin unless you are getting a lot of comments on your articles/blog posts—but, could this be an option?

Podcast Pitch by Felice Gerwitz

Have you ever considered a podcast? To move forth you need a vision or a plan. What would you talk about? Can you sustain this for a year or longer? Do you have a vision that is adaptable?

Before I take the time for a phone consult there are some key things I need to see to determine whether or not the podcaster is serious. Some of these skills are tangible and others just can not be taught. Here is the shortlist:

1. Passion. Do you care about your topic?
2. Vision: What do you see for your show? Write this in a few sentences.
3. Topics: List five to ten topics you would present and a few sentences to explain.

Podcasts are one place where you shine as an individual. You can have three podcasts about “family” and each one will resonate with a different flavor. Especially if you let your passion shine. This is the one element that cannot be taught, passion. If you are already bored with your topic idea, please stop! It will not be sustained.

An example of this is an interview format where you interview people about everything. You talk about makeup or fashion, you talk about parenting, you talk about pets. There is no vision or focus. You can do this same thing under the umbrella of “Fabulous Entrepreneurs.” You can talk about every one of those topics but this time select people who have a business that surrounds these topics. Podcast guests are really, really easy to find. Your vision needs to be focused but your topics can be broad.

Where will you podcast? Will it be solo on a blog or a podcast network. I love the idea of a boutique network, where the owner does not solicit via mass marketing or email to get podcasters. I receive offers all the time to join a network. I would never do that for my own network because I want quality programs. Our network is awesome because we have the training and will do as little or as much as you’d like us to do. And, we provide built-in social media promotion with a team of ladies ready to share your show.

So where do you begin? With a podcast pitch. What can you say in four-five sentences or less that will capture the attention of a podcast owner (me) to give you try with a private consult? I challenge you to give it a try! **(Felice will select the best podcast pitches and arrange for a 15-minute phone consultation about podcasting!)**

So, You Want to be a Speaker?

Uncover, Develop, and Share YOUR Message!

So, you want to be a speaker. There is no accident that you are here at this moment in time. You, my sweet friend, have a message. Only you can share your message! God is calling you to share your message now--this year, this month, this week, today. God is calling you to step up to your call.

Someone needs you. Someone needs your message. Someone out there is desperate for your help, hope, and direction. The question...

- Will you step up to the call?
- Will you dare to let go of everything that is holding you back?
- Will you stop putting it off?
- Will you take the time to sit at the Heavenly Father's feet and let HIM uncover, develop, and equip you to share your message NOW?
- Will you dare to step up to the call to set the captives free?

My sweet friend, today is the day to step up to the call. God has a mighty message inside of you. Your message is so needed. And, today is the day!

God can use EVERYTHING in your life to minister to the hearts of those you are called to serve--your spiritual gifts, your heartbeats, your heartaches, your abilities, your passions, your experiences (*all of them*), and your gates. Nothing disqualifies you (HOOT). Nothing is wasted. Nothing is by accident. You are perfect for your call! You have a message that simply needs to be uncovered, developed, and shared. But, how? Where do you begin?

I will help you to uncover, develop, and share YOUR message. Ready to dig in? Let's do it!

1. LET'S DETERMINE YOUR MESSAGE

I want to quickly take you back the Bible to peek at a few of the "speakers" that God used for His glory.

Turn with me to Jeremiah 1: 4-12 (ESV)...

Now the word of the LORD came to me, saying, "Before I formed you in the womb I knew you, and before you were born I consecrated you; I appointed you a prophet to the nations." Then I said, "Ah, Lord GOD! Behold, I do not know how to speak, for I am only a youth." But the LORD said to me, "Do not say, 'I am only a youth'; for to all to whom I send you, you shall go, and whatever I command you, you shall speak. Do not be afraid of them, for I am with you to deliver you, declares the LORD." Then the LORD put out his hand and touched my mouth. And the LORD said to me, "Behold, I have put my words in your mouth. See, I have set you this day over nations and over kingdoms, to pluck up and to break down, to destroy and to overthrow, to build and to plant." And the word of the LORD came to me, saying, "Jeremiah, what do you see?" And I said, "I see

an almond[a] branch." Then the LORD said to me, "You have seen well, for I am watching over my word to perform it."

I love, love, love this passage. Jeremiah is being called to speak. Gotta love it! What sticks out to you about Jeremiah?

Do you relate? When God called you to speak, what was your first response?

Do you still struggle with any of the same things that Jeremiah struggled with ?

Are you grappling with any fears, insecurities, doubts, and personal struggles about you stepping up to the call? What are they?

Jeremiah, one of the greatest prophets ever, had the same fears and concerns as you and I. BUT! God called him. God equipped him. God used him. You are the perfect one as well. God has called you! God has and will continue to equip you perfectly. He will go with you. He will give you everything that you need to be a success. He is with you.

That brings me to a few other speakers.... Turn with me to Acts 4:13. Copy it from your favorite versions....

Don't you LOVE that passage? Here are a few of my favorite versions...

English Standard Version (ESV)

13 Now when they saw the boldness of Peter and John, and perceived that they were uneducated, common men, they were astonished. And they recognized that they had been with Jesus.

The Message (MSG)

13-14 They couldn't take their eyes off them. Peter and John standing there so confident, so sure of themselves! Their fascination deepened when they realized these two were laymen with no training in Scripture or formal education. They recognized them as companions of Jesus, but with the man right before them, seeing him standing there so upright, so healed! What could they say against that?

Amplified Bible (AMP)

13 Now when they saw the boldness and unfettered eloquence of Peter and John and perceived that they were unlearned and untrained in the schools [common men with no educational advantages], they marveled; and they recognized that they had been with Jesus.

Go back through all of these versions. Jot down how they described Peter and John....

Yep! Unlearned. Uneducated. No educational advantages. No training. Common. Regular. Unqualified. BUT! Been with Jesus! Is that good or what? How do things change when we spend time with Jesus?

My dear friend, your greatest qualification for your calling is your relationship with God. It is the time that you spend with Jesus. THAT time equips you perfectly for your calling. It imparts His anointing and revelation upon you. THAT is priceless! God is WITH YOU. He is there alongside you, teaching you exactly what to say and do. People are going to see it. Soak that in....God will impart His message, His anointing, His spirit TO YOU! What could be greater qualification or help?

This brings me to the next "speaker" I want for us to look at. Let's go back to Exodus and look at Moses. Turn to Exodus 3-4: 11. Since this is a long passage, why not look it up in your favorite version and make some notes here while you are reading it.

Do you notice any similarities between Moses' calling and your calling? Describe them...

Moses had the same questions that you and I have when we are asked to speak. Go back through the passage and jot down the questions that you notice and God's answer to those questions....

Are you battling with any of the same questions? Are any of those questions holding you back or keeping you stuck from what God has called you to do? According to this passage of Scripture (and any others that come to your mind), what is God saying to you? Write it down. This will help you on those days that you are struggling and need that word of encouragement. In fact, you may want to set aside a section of your journal or set up a NOTE in your smart phone that keeps a list of God's answers to your questions like this. For now, just jot down those questions that you are struggling with and what God's Word says to you...

I love this passage of Scripture. It reminds me of my own calling. It is funny--I actually sense that "Burning Bush" when I think back to that moment. How about you? Smell the smoke? Feel the fire? See the burning bush? What was it like and what did God say to you?

Oh! God is calling you to Holy Ground. He has a special call for you. He has a special purpose for your life--for you! Step up to the call. Let Him put His message in your mouth. Let Him flow through your pen. Let Him flow through you!

Now, wondering, "WHAT MESSAGE?" That is what we are going to look at now. Pull back. Getaway with God. Let's uncover and develop that message. Ready?

2. LET'S UNCOVER AND DEVELOP THAT MESSAGE.

Determine YOUR message.

Go back to Exodus 2 with me, In this passage we see that Moses had something on his heart already AND it was the same thing that was on God's heart. It was there for a long, long time--

40 years to be exact. He had a heart cry for God's people. For a moment, just get a vision of the person that is on YOUR heart.

Who are they?

What is their biggest struggle?

What are they going through?

What do they need?

Think back to the story of Moses and "The Burning Bush." Moses was not the only person who "saw" their needs. At the burning bush, God verified that He had seen too. I love this! Take this great truth into your calling. My dear friend, God sees what they are going through. What does this mean today?

What does God want for them?

How does God want to use you?

God has a call for you today. He has heard the cry of the people. He wants to use you to deliver them from their captivity. Today, the call is to step up. He has put a message in your heart. This one you will not get in an hour. You are going to have to pull back and get alone with God. Let Him give you a clear vision of what you have to offer. Let Him give you a clear vision of what He wants to do through you. Need some help? Let's work on some of this together.

1. WHO ARE YOU?

Who are you? Do you know? I am NOT talking about your roles--wife, mom, homeschooler, church member, Baptist, Methodist, Presbyterian...NOT roles. But, who are **you**? Take a few minutes and journal your thoughts...

What has God put inside of you that you are here for?

What is on your heart? WHAT IS IT? What burns on your heart? What is moving inside of you?

Go back to Exodus. Remember the "Burning Bush?" Well, what is in your hand?

What are your basic gifts?

What are your basic abilities?

What do you do and do well?

What is your sweet spot?

What do you HAVE? What do you have provision to do--when you are obedient, He WILL give you more so you can do the next step and the next thing--BUT! Don't expect for Him to bless you when you are not obedient and doing what He has already provided for you to do? What do you have?

What do you have that you can use--sewing machine (that got me started in business AND writing/teaching), computer--GOD has given you exactly what you need! Take a few minutes to jot down what you already have....

Where is your anointing? You can teach about a lot of things--I can! But, your greatest success is going to be where your anointing is. That is where you will have... power... blessing... stick-it-to-it-ness... ease. That is where your call is. So, where is your anointing? Where is it just easy? Where do you just overflow?

Where is your call? That is where your message is. That is who you are. That is where your heart is. That is what is in your hand. That is where your anointing is. That is where you are to step up. That is where God shows up. Want real success and abundant blessings? Stick to your calling. Stick to your message. Where is your call? What was the call at your "Burning Bush"?

2. Prepare the Easy Way!

Ready to speak? Need help preparing? Why not prepare the easy way? These are the things that I do that have really helped me through the years.

1. Seek God!

Commit to a daily quiet time. It is your biggest key to success. People are not looking for another idea--speakers bomb on this one. What makes you want something? A fresh word. People want a fresh word. This is where you get your good stuff.

Are you having a daily quiet time?

Are you having regular getaways to retreat with God?

How can you support your time with God?

3. Brainstorm Your Topic!

I LOVE this part! It is so essential for focus, clarity, productivity, and of course, success. The more time that we spend in brainstorming our topics the more developed our message will be. In turn, our message will be so much more complete and meet so many more needs. Let's walk through how to brainstorm a topic by working through the topic that you want to work on. I will take you step by step. Then, you can use the same system regularly to brainstorm all of your projects.

Brain-dump!

Brain-dump all of your ideas for topics and projects. In the space below, just let your mind go. Get everything that is floating around out of your head--dump out all of the ideas, topics, sessions that are on you heart. Dump out all possible projects.

Next, let's go back over all of those ideas. Get a good look at all of the options and evaluate. In this space below, go back over all of the ideas that you brain-dumped and answer the following questions...

Which are really pressing on your heart?

Which are important to begin teaching and building your business?

What is the most profitable?

By profitable--what profits your business the most. Think through what your most pressing need for your business might be right now. Then, think back over all of your ideas and categorize them in the following categories...

- Immediate cash
- Build your list
- Product creation
- Set up systems your clients will need to follow
- Build relationships
- Getting partners
- Reaching out
- Growing your community
- Marketing your business or ministry

What is burning in your heart?

That thing you have been putting off?

That thing that you are afraid to share?

That thing that you are not sure the world really wants?

WRITE IT DOWN....

Now, which topic just jumps out as ***THE NEXT THING?*** Why?

Let's get moving with that topic now. NOTE: Now you can let your mind rest while you develop that topic. The others will be there right after you finish this topic. For now, let's focus in on this topic. Ready?

Brainstorm

It is time to brainstorm. Here we will develop that topic and get it ready to share. In this process we will research, investigate, break it down, and DIG DEEP!

Some first thoughts...

1. Your ideas and lists do not have to be perfect while brainstorming! In fact, they won't be.
2. Your ideas do not have to be in order while you are brainstorming--we will do that as you outline and prepare. Just dump your brain. We will narrow it down and organize it later.
3. Keep all of your brainstorms. Keep them all--put in a sheet protector in the back of your notebook on your topic. Use the extra ideas for blogging, use for other audios, use for a special report, use for a bonus gift, use for a checklist, use for developing the topic, use for another message, or use for another group or talk.
4. Take several days to brainstorm fully. Keep an idea notebook with you all of the time. A place to brainstorm and develop that message.. It is your spot to gather together everything that you know about that topic.

Time to brainstorm...

1. Be a reporter--investigate your topic. Work through the following questions, asking these questions about your topic and what you want to share about your topic.

Who?

What?

Why?

Where?

When?

How?

2. Got steps, a process, a system? Let's brainstorm that out here. Ask yourself if there are steps--a sequence, a process, a system.

Are there steps? How many--3, 5, 7, 10?

(7 Steps to ___)

3. Is there a story or story line. Brainstorm it here...

4. Do you have key points/tips/secrets? Brainstorm them here...

5. Can you think of examples to share? Brainstorm them here...

6. Are there applicable Bible verses or quotes that you want to cover? Brainstorm, research, and jot them down here.

7. What are the takeaway lessons that you don't want for them to miss? Brainstorm them...

3. OUTLINE

Outlining is the key to a smooth flow and thorough project. Your outline will work alongside your notebook to help you organize your material and guide the writing and teaching process. This is where you prune, develop, order, and organize your topic. Want to be prepared and thorough, but succinct? Want to make sure that your topic is well-balanced and well-developed material. Let's outline.

NOTE: Your outline will not be perfect the first time through. It will get better and better as you "work it."

Wondering how do you outline and prepare your message? Here is a brief overview:

1. Decide on your topic/theme/subject.
2. Brainstorm all that could be included in your topic by creating a mind-map, making a list of what you want to cover, or jotting down chapters or sections of your book. If other thoughts come to mind, write them down as fast as possible. Keep jotting down ideas as they come. Do not censor your thoughts. That is for later.
3. Look back over your ideas. Choose your subtopics (your chapters/sections of your book). These should support your main topic/theme.
4. Under each subtopic, go back and fit in any points to be covered (in each chapter/section). The more ideas under each section, the better your details (although that is not necessary) Your details will become your paragraphs and sentences in your chapters.
5. You are ready to dig into your project!

Do you see how it is done? Let's work on the outline for your topic...

1. Introduction

Purpose is to draw everyone in and get everyone on the same page. Decide what your main point, your main takeaway, will be. Do this with questions (that you are going to be covering in the talk), quotes, a Bible verse, a story, prayer.

What is the main point that you want your audience to learn and take away?

What lessons do you want for them to learn and embrace?

This is also where you will develop your title (make that catchy and compelling). You will share this in your introduction. Plus, you will support this point in each of your key points that you share. You don't have to have a title yet, but if you have some ideas for your title, brainstorm them here:

2. Body

The body will consist of the points you want to make during your message--keys, lessons, secrets, steps, examples, stories, etc. Plan each point with a specific, clear, succinct point that will stick. Give instruction, stories, quotes, Bible verses with each point so that you teach what you mean, clarify each point, apply it to their lives. Make

sure that it applies to the point and the message that you want for them to take away. Work on the body of your message here...

3. Conclusion

In the conclusion, you will need to summarize, review, and apply the message to their lives. It is here that you will give a very clear call-to-action that you want for them to take, commitment to make, or ideas that you want for them to takeaway. Let them know what you want for them to do. Move them to action. Take some time to develop your conclusion here:

How to Outline:

- Go back over brainstorming.
- Prune rabbit trails (or use some for extra meat in the talk).
- Group everything under key sections/categories. You will see the basic points to make.
- Decide on key points--how many do you want to have. (3, 5, 7, 8, 10, 12--preacher style?)
- Plan each point with a specific, clear, succinct point that will stick. Give instruction, stories, quotes, Bible verses with each point so that you teach what you mean, clarify each point, apply it to their lives. Make sure that it applies to the point and the message that you want for them to take away.
- Keep them with you. Speak with life, excitement, and passion. Take care to never be monotone or read your message. No racing through it nor droning on and on. Be very clear, not chasing rabbits, making everything count, and delivering confidently and with authority. Most of all, let God flow through you.
- Got sub-points? They will fill out your message and gives it some meat.
- Decide how to order--in order, by flow, by acronyms, by steps, key words, by action words (3R's--Revive, Renew, Re-educate), or crucial points.
- Set it into order.
- Tie in content--add in Scripture, quotes, illustrations, sub-points, step-by-step how-to's, stories, tips, points, keys, secrets, case studies, examples, process.
- Let it rest so you can come back with a fresh perspective.
- Go back over, touch it up, clarify, brainstorm some more, prune, develop more, and refine. Don't forget--don't throw it away--keep it!

- Type into the final format.

The Final Format....

Choose your format for your final notes. Remember that you can choose what works for you and what helps you as you share your message. Choose what works for you. Put together exactly what you need to deliver your message. Which format do you prefer?

- Fully typed out message
- Outline
- Notecards
- PowerPoint
- Handwritten
- Typed up--teaching notes (laminated and comb-bound)
- Journal-hand-written, in a journal on one topic
- In a notebook--binder
- In iPad
- On Post-It Notes

Once your message is prepared, keep a copy of your message. Keep it in a notebook or your computer (or both). One of my keys to productivity and creating deeper messages is that I keep everything. Even if I refresh a message, I still keep the older file.

PRAY

Now, this is not saying that we would wait until the end to pray. Actually, the very best way to brain-dump and brainstorm and outline is to do it with God. Take every step of the process back to Him. You will not believe how much better your messages will be. However, as you finish up your message, take it back to God. Pray over it. Let God do the final check.

Prepare any visuals.

Prepare any illustrations, handouts, PowerPoint Presentation, or an Action Guide. These help those with other learning styles to really enjoy your message.

3. LET'S SHARE THAT MESSAGE

Where do we share our message? My sweet friend--only the sky is the limit! Actually, there are *NO LIDS, NO LIMITS, NO BOXES, NO BOUNDARIES* with God. He wants to take that message to the world. Let's brainstorm where to take your message. First things first, where do you want to take this message?

What would be the best method for sharing your message?

- Podcast--your own/be a guest?
- Radio Show--your own/appear as a guest?
- Teach at a church, a ladies group, a retreat, a local group, or an event.?
- Teach online for a church, ladies group, retreat, event?
- Host a preview call?
- Host a FAQ call?
- Record a workshop or a seminar set?
- Record for your own website?
- Events--your own/be a guest?
- Online events--your own/be a guest?
- Audio club/cd of the month?
- Membership site?
- Mastermind session or retreat?

Think about your specific message. What would be a good fit?

Tips that will help you share the very best message ever...

1. Take your time with God!

Your quality will only be as good as your anointing! How is your quiet time?

Are you taking time to getaway with God regularly? Plan your next getaway with God.

2. Stick with YOUR CALL!

Be very careful to know your calling and your message. Don't run from thing to thing to thing for money, numbers, fame. Stick to your call! God will bring people who need that message across your path. This is why we have spent so much time getting to know who we are and what we are called to do. If you will now stick to your call, you will be so much more productive and what you do will really matter. Go back over all of those ideas that you brain-dumped. Evaluate. Are they sticking to the call?

3. Don't copy others!

Make this commitment now. It will be your key to greatness. Don't copy or compare. Dare to be yourself. Share your message. Be faithful. You are doing more than just preparing a product, you are building a business. Our goal here is to step up to the call and run the race that God has called each of us to run. The minute that we look around at what others are doing is the very moment that we will get tripped up and get out of step.

How are you staying focused on your call?

Have you been looking around at what others are doing?

Has it distracted you and gotten you off course?

Is it time for some solitude--to get away from the world and get your focus completely on Jesus Christ and what He wants for you to do? How will you do that?

4. Be real!

You know earlier we looked at the various Bible Verses to see different speakers and their call to speak for the glory of God. One of the things that I have personally learned from God during His call for me was that my greatest qualification, personally, was not my great education. It is not my eloquence. It is not my vast supply of ideas. My greatest qualification is just *BEING ME*, just being *REAL*. I have always shared my message "from the trenches" right alongside of others. I have no desire to try to set myself up on a pedestal or in an ivory tower as some "guru" on any topic. I prefer getting out there, rolling up my sleeves and being right there alongside of the woman who is struggling to reach for her dreams. I don't think that this is just me or my thing. If we look at Scripture, even Jesus set up His earthly ministry right "in the trenches" as well. It is key to speaking for the glory of God.

So, as you share, are you being real with those you are trying to reach?

How can you set up your ministry so that you are connecting with them more intimately?

How can you let them inside of your life so they can see how God has been working?

5. Watch your voice.

Your voice is more than just sound, it is also tone and how you come across. It can show your passion and what you really mean. Likewise, they can know what you mean--high and lofty, judgmental, know it all, shouting, etc. Speak with authority, but speak with respect. If you lose respect for your audience, you will lose your business. So many people wonder why people are not buying from them. People do buy from those who dare to invest in them, care about them, and respect them and their needs. Do you know who you are called to reach?

Who are they? Describe your ideal client...

Do you "know" them--their needs, their desires, their struggles, what drives them, what keeps them up at night?

Can you "see" them? What do they look like?

Do you care about them and respect them OR just want their money?

6. Repurpose

If you have your material in writing or in a message, you can re-use your material. Take that book and teach a study. Take that workshop/message and re-purpose into a special report, book, Bible Study, workbook, manual, social media posts, articles, blog posts, membership site, etc. Take those topics that you want to deepen and develop into a membership site or a coaching course. Compile your messages and offer in a preloaded Mp3 player. Bundle your messages together and set up as a special set. Always re-purpose! Remember--we are not just creating a product, a talk, a podcast, or a seminar. We are thinking much, much bigger. If you want to build a profitable, prolific, and very successful business that lasts and grows over the years, you have got to repurpose your message and share it in different ways and in different levels of depth. Adapt it. Revise. Share it in multiple formats. Real quick, take your ideas and brainstorm some different formats that would work well for your ideas....

7. Get out there as a guest promoting your business.

Hints for Interviews.

Inevitably you will be asked to be on various shows. Share your message everywhere you can.

1. Get out there--connect with them. Brainstorm some places where you want to share your message.

2. Be a great guest.

Send your publicity/press packet with suggested questions--go back over your outline sending questions that you normally cover, send most frequently asked questions--makes it sooo much easier for your host. Go back to your current project. Brainstorm some great interview questions that you can present to a partner.

Develop Your Press Packet...

I recommend that every writer/speaker develop a press packet and develop a plan to send them out regularly. You may wonder what I mean by a press packet. A press packet is a file or an email used to introduce yourself to radio show hosts, magazine editors, committees scouting for speakers, etc. Here are some of the things that you will want to include:

- Pics
- Bios
- Topics with descriptions
- Interviews on different topics (Include the questions and your typical answers so they know what to expect if chosen as a guest.)
- Audio Samples--workshops, keynote addresses, interviews
- Video Samples--workshops, keynote addresses, interviews
- Any handouts/freebies that can be distributed to listeners/subscribers
- Complimentary books/audios/products for host
- Doorprizes/gifts for audience/group
- Be sure to be very generous and give a good sampling of your work. Consider this to be a mixture between a resume and your best sampling of your products and services.

As you share your *ULTIMATE* Press Packets, you will find that you really set yourself apart from others out there. It will open doors for you to build strong relationships with those who can partner with you to carry your message out there to the masses. This is yet another great way to market your business and reach for success. This makes a BIG difference! Take time to put together your packet. What will you include in your packet?

Take some time this week to work on your press packet.

3. When you go live--relax, make it conversational, dialogue, CHAT. Don't let your nervousness get the best of you. Breathe in deep. Chat. Talk and teach. Give lots of information, tips, ideas, and the story behind things!

4. When you are interviewed, they will move fast--sooo, breathe real deep, chat, teach, focus, and think!

5. Let the interviewer pitch your products--send them your products ahead of time. Treat them ahead of time with a complimentary copy. Follow up and make sure that they completely understand your product. Get them excited about it. Then, let them shamelessly promote you. They have credibility and can promote you the very best. Don't try to pitch your products. The answer to questions in your interview is *NOT* "You can find that on page___." Give them information, not an artificial promo and discussion of what is in your book. When you share freely, it shows that you are knowledgeable, have lots of ideas, and are giving. Create a taste of your knowledge.

8. Stay Connected with Audience.

They need to know how to find you and stay connected to you. Let's take a peek at how you are doing here. If you have "holes" (and most people do), let's work on plugging those holes. This will make a world of difference in your business.

Can they connect with you easily at your website? How? What is there?

Go to your website and look at it from the perspective of a GUEST. How are you connecting with them?

How many different ways can they connect with you--it is NOT just your preferred way, but the ways that THEY are connecting with others?

Where can they find you?

Where can they find your products? Is it easy to get them?

Where can they find you speaking and teaching? Can they find samples so they can check you out?

How can they find affordable replays?

How can they join you live?

How can they grab your replays/sets?

How are you keeping them updated with what you have on the horizon?

Are you keeping them updated with what you have available--products, ezines, ecourses, blog, social networks, website, upcoming events?

9. Take your brain to the bank!

What can you take from your brain TODAY and take to the bank?

What is the most profitable idea?

10. Stay on the move!!

Keep moving. You will not have it all in a day, a week, or a year. But, stay on the move. Do it bit-by-bit. You will get there. Build consistently. Keep moving.

My Sweet friend, Today is the day to step up to the call. God has a mighty message inside of you. Your message is so needed. Today is the day.

Books That Sell by Felice Gerwitz

Sure, writing a book is great, but being an author who sells books is even better. How do you know if your book will sell? Easy.

So many people don't do what, to a **seasoned author, is the FIRST thing season we do**. So, what must you do before you write the first word? Here is an excerpt from my book, *Information in a Nutshell: Writing and Publishing* (available on Amazon).

Sometimes the best-laid plans never come to fruition, and at other times, life leads you down another road. That sums up my writing career. I had not planned to be an author; then, when I did plan to be one, I was married, had a young child, and had no time to write. I tried to grab a few minutes here and there and waited for the day when I'd have time to dedicate to this endeavor. Well, the time never came, yet I have authored sixteen titles, many of which have received recognition. I have effectively run my own self-publishing business since 1994. It's been an adventure.

I have successfully sold my own books and published several other authors. I have been a consultant for authors desiring to become published; several were scientists, and one had his Ph.D. I was happy to help them fulfill their dreams and meet the needs of readers seeking quality materials.

Before writing a word of this book, I took my own advice that I've given to other would-be authors: I researched the need for this book. What was I going to offer my readers that they couldn't find in the hundreds of other titles written on getting published or self-publishing? I wrestled with this question for months. Truthfully, this is one of the hardest books I've ever written. I own a shelf full of titles dealing with writing, publishing, and marketing, some of them five, ten, and even twenty years old. I glanced through these books and purchased some of the newest titles available. I then had my answer: there was definitely a need for this book! If I had read some of those books as a beginning author, I doubt I would have continued. Don't get me wrong: these books contain valuable information, but much of it is unnecessary for a new author to read right away.

I will focus on jump-starting your career, whether as an author wanting to become published by a traditional publishing company or as a self-publisher. I want this book to be an encouragement for you. This may have been a lifelong dream, or perhaps you are new to the idea of publishing. The only person standing in the way of your completed project is you! Understanding the mechanics of writing and publishing is only part of the formula. Having the will, drive, and ambition to get the job done is also essential.

In this book, I hope to accomplish many things, but the first is in the spirit of this series title: to give you the information you need in a nutshell. You will find detailed questions to answer in every chapter. These will give you a road map to launching your project successfully. I hope to give you the confidence to write your own book, get it published, and avoid some of the problems I've encountered. I'll also alert you to scams that are rampant in the publishing world. As the saying goes, if something looks too good to be true, it probably is.

(Expert ends here).

So, what do you need to do before you write your book? Research to see if there is a need. Take a bit to research. Is there a need for your book?

Don't let this be a project that you will use as an excuse to not step forward. How is your book different or better?

What perspective do you have that is often missed?

What holes do you see in most books on this topic?

How will your book fill a niche or a need?

Jump into the Facebook Group and start a discussion. Our group will give you lots of feedback and great ideas for taking your next step.

Challenge Yourself!

It is time to take massive action. Is there an area of your business or ministry that is holding you back? Is there an area that you know needs attention? Is there an area that you have known for some time needed to be “in place” for your next step? It is time to challenge yourself so you can jumpstart 2020!

This is not to make you feel guilty about what you have or have not done in the past. A challenge is not to make you stressed about what the future holds. A challenge is for right now, for a time like this. A challenge is as much or as little as you want to put into it - and the choices are varied and will fit the most advanced to the beginner.

Participants in Jumpstart 2020 will choose at least one challenge that they want to complete during the month. To be a finisher, you will need to complete at least one challenge (10 pts) and acquire 50 total points during the challenge month.

Challenge #1: Discerning God’s Will for Your Business or Ministry

God has very special plans for you and your business or ministry. He is your partner each step of the way, opening doors, creating connections, and leading you all along the way. Take time to read through Felice’s chapter and work through the questions. Take some time with God to discern His will for your business or ministry. Seek Him for your next step. Take your calendar before Him and surrender every idea to Him. Share in our group on Facebook or during our live session what you hear Him saying for your New Year.

Challenge #2 Bio Refresh

Time to clean up your bio and share it! Refresh your bio. Share it like crazy! Where is it? Social media, your website, your articles, your email list, your promo kit.

Challenge #3: Start (or RE-Start) Your Podcast!

Get your plan together and Jumpstart Your Podcast! Decide on your podcast name, write out your description, brainstorm your topics, plan your calendar for your broadcasts, decide how to produce your podcast, record an introductory podcast and your first three podcasts, and launch!

Challenge #4: Pitch Your Podcast!

Are you thinking about podcasting? For this challenge write a pitch! Felice reads pitches via email often from would-be podcasters who want to join one of her podcast networks. (And, yes there are major benefits of joining a network.) Pitch Felice! *See details in the book on how!*

Challenge #5: Jumpstart Your Marketing

Marketing is the key to growing your business. It is the secret to your success. Marketing may sound complex, but it is simply how you connect to your best client or customer. Are you going to purpose to be on social media more often? Do you want to post on Facebook three times a week, or Instagram three times a week? How will you build your email list? Is there a way that you can step out and do something new - a Facebook Live

series, create graphics for your Pinterest, create a blog series, host a one-day summit online, host a webinar, write and publish an ebook? How can you increase your marketing reach?

Challenge #6: Start or Refresh Your YouTube Channel

YouTube Channel - It is time to begin that YouTube Channel of your own! Get out there looking at other channels to see how people are doing it! Follow someone you can learn from! Make the big decisions - how often will you record, live or pre-recorded, how will you promote it? Write five to ten shows you'd like to create for YouTube. Brainstorm topics for your shows. Plan your calendar. Then, set up YOUR YouTube Channel! Record your first three shows. You have got this!

Challenge #7: Host a Facebook Live Series!

Have you ever been on Facebook live? Try your hand - it is your time to jump in and do it! Plan your series - plan out at least 3 topics to cover in a "mini-series." Plan your topic - brainstorm and write out your topic if it helps you. Prepare your audience - let them know what day/time you will be going live, promote it ahead of time. Go live! Best of all, this is your month to learn from our PRO this month--Marnie Swedberg is a pro and hosts live events on Facebook often. Marnie is here to coach you. Bring your questions and watch for her pop-up session!

Challenge #8: Make Your Social Media Shine!

Jumpstart the New Year by refreshing your social media! Check your branding - your banners/photos/mottoes/pitches. Check your info to make sure everything is updated (bios/descriptions/contact information/links). Make a marketing plan that maximizes your social media. Develop a plan for how you will connect - your schedule/what to do/where to do it. POST on it!

Challenge #9: Refresh Your Website!

How is your website? It needs to be your number 1 priority! For many, we do not promote our business or ministry as we should because our website needs attention. Don't let this hold you back from all that you want to accomplish in 2020! Honestly evaluate your website. Let's do some work getting it geared up for success. It may need some "cleaning-out." It may need a fresh update of pictures, a fresh new theme, an update of information. Well, roll up those sleeves and let's do a website refresh together! *(See details in the book on how!)*

Challenge #10: Build Your Email List!

Are you building an email list? Next to our website, our email list is one of our top priorities. It is key to growing your business or ministry and connecting with those who follow you. Have you set up a way to capture emails? Be sure it is easy to find on your website. Make sure that it compels your website visitors to opt-in. Perhaps, refresh your opt-in offer or lead magnet. That doesn't have to be so complex that you never get around to it. Make it easy! In fact, people do not have a lot of time lately. Save your big projects for paying products. For your opt-in or lead magnet, keep it simple, create a mini-ebook or quick workshop or series, and share it! Don't forget you can also connect with your best audience and capture their emails easily on social media or your blog. What about an autoresponder. Consider what you would send out at least 2-3 topics to your readers. If you have an email group, consider doing an auto-responder campaign. List two to three topics for your email group. Don't know what service to use? Try

Felice's favorite is Active Campaign: <http://bit.ly/EmailAffiliate>. Cindy has hosted all of her email lists at Aweber: <http://cindyushton.com/aweber>. Not sure what to write? This easy to read PDF will help you. As an extra incentive, the PDF includes our fill-in-the-blank email templates to make getting started even easier. Download here: <http://cindyushton.com/whattowritebook>

Challenge #10: Build a Community

Who are you? Who are your "people" or your "tribe"? What are they like? What do they have in common? What do they need? What will be your focus? What do you want to accomplish? Why not start or restart your community this month? You could host your community on your website or in a Facebook Group or Facebook Page. Make it a fun spot for your "people" or your "tribe" to connect with you and each other. Name your group with a name that clearly communicates what it is about. Start inviting your friends! Set it up, personally invite at least 31 people, and post at least five times in your group or more during this challenge!

Challenge #11: Blog Challenge!

Blogging still works! It establishes you as an expert, connects and develops a relationship with your potential client or customer, optimizes your website for the search engines, markets your products and services, and builds your home on the web. Take a couple days to research a few topics of your interest, finding blogs on those topics. Dig in. Enjoy! See how it helps you. Find and follow someone you can learn from. Inspired? It does still work! Some things only get better even if so many people are distracted by chasing all of the other flashy new marketing ideas. Blogging is a must! This month make the big decisions - how often will you blog, how will you promote your blog, what will you write about, how will it work with all that you are doing? Brainstorm topics for your blog. Plan your blogging calendar. Write a minimum of ten blog posts. You have got this!

Challenge #12: Define and Develop Your Brand

Branding is not just for the "big guys" out there. Your business or ministry is only as strong as your brand. Your brand is only as strong as what it imparts to those who come in contact with you and your business or ministry. It is that "real estate" that stays in a special spot on the minds and in the hearts of those who you influence. It is the very essence of what you are communicating about your message, your culture, your community. Why not take the challenge to define and develop your brand? It can make a difference in all that you do this coming year. It gives clarity to what you do and don't do. It is the message that you share and that others share about you. It restrains your topics, directs your calendar, guides the next steps. Who are you? What are you all about? When people think of you or your business or ministry, what is the first thing that comes to mind? Can you tell us in one to two sentences what you are all about? What can people expect about your products, events, community? If someone were telling a friend what you are about, what would they say?

Challenge #12: Prep (and Launch!) Your Product!

Got an awesome idea? Is it time to get it out there? Why of course it is! Year after year we have our big 4 Week Challenge where my clients take that idea on their hearts, create a product, and launch it. Yes, in just four weeks. Is it a book? Is it a seminar series? Is it a membership site? Is it a coaching program? Take Week One to brainstorm your ideas and decide on your type of product, topic and plan. Take Week Two to work

on your product. Take Week Three to get everything ready to go--edit your product, set up your download pages and shopping cart, and get ready to promote it. Take Week Four to promote it like crazy! Do something different. Take massive action. It is time to get that great idea out there!

Challenge #13: Host Your Own Webinar or Teleseminar!

Maybe your product idea is a webinar or teleseminar. Challenge yourself to go for it! You can host it live with replays or you can record it and offer a packaged set that is ready to go. Look at the plan on Challenge #12 and use this month to plan, host, and produce a great webinar or teleseminar series. There are great free platforms such as Talk-shoe or Zoom or Google Hangouts Meet. You can use the record features on Talk-shoe or Zoom or you can use a screen capture software like Screencastify. I have also used the free Audacity software to record on my computer. Plan, prepare, host, and share! Create your next product using that great idea that needs to be out there in the world.

Challenge #14: Prep (or Primp) Your PR Pack!

2020 is your year to promote yourself. It is the time to get yourself out there. Your PR package is what sets you apart. What do you need in a great PR Pack? Prep, update and share the following: headshot, bio, talk topics, products samples (ebooks or audios), list of products, list of websites and social media, video or audios of a recent speaking engagement, list of interview questions. This is the time to really promote yourself. The more that you give, the more that they will have to decide that you are a great fit for their event, podcast, TV or radio show, etc. Be generous. Be professional. Be thorough. Let them know who you are, what you have to offer, and how you set yourself apart. Get their attention by making it easy to choose you!

Challenge #15: Plan your Calendar

Planning is your key to taking massive action. There is a whole chapter about this, but it is so important that we also include planning as a separate challenge as well. So, grab a nice, new journal. Start by brain-dumping topics you would like to write about, record, or teach about. What would be great topics for your blog? Podcast? Events? Books? Social media? Live sessions on social media? Ezines? Sometimes I brain-dump by like-topics. Sometimes I brain-dump for specific projects. Do whatever works for you. Get it out of your brain and off of your heart and into your journal. You may want to brain-dump and get those ideas out over the course of a week (or the whole month...or year!). The best ideas seem to come after there is a great place to "keep" the ideas. Don't expect this to be a one-hour session. The deeper you go, the better your plan. If you want to take a whole week to get it all out and to brainstorm the topics, this is a great way to kick off the year.

After you have brain-dumped, grab a yearly calendar. First time through the calendar mark off family events/occasions. Then, mark off any times that you would like to plan a special focus, such as a 31 Day Challenge or launch of a product or event or anything on your traveling schedule. Sit back and take a look at the calendar for what is left at this point. Intentionally plan in extra time on each side of the calendar for margin. Then, go back through the topics you brain-dumped. Jot in topics that are a nice fit on the calendar. Jot in topics that are great promos for your upcoming products, events, and other launches. Look at how you can use your blog, email list, podcast, social media, and webinars to promote each other and any products, events, and launches are on the calendar. Pencil those plans in. Then, breath. How does that look?

After you get everything on the calendar, start working on your plans for the first month. Do the ideas you jotted down still look like a great plan for the next month? If so, look to see if anything needs to be planned out in more detail. Do you have all of your blog posts, email broadcasts, podcasts, social media and webinars planned on the calendar? If any are not planned, fill it in and plan them out. Then, begin developing those topics that are on the schedule for the next week. Yes, you can work ahead. Yes, it is ok to start out with a lighter calendar. Actually, I recommend that you do that. The goal is to get started and eventually build your business or ministry so you can maximize every opportunity. Two big cautions--first, don't plan so much that you fail yourself and secondly, don't settle for doing anything that does not stretch yourself! This is your year!

Challenge #16: Plan and Host a One Day Summit

Do you host online events? Have you tried a One-Day Summit before? If not, this is your perfect challenge! A Summit is the perfect way to set a deadline to produce a topic and build your community at the same time. You can do it for profit or for the purpose of creating a product or growing your mailing list or community. Just dig in. Brainstorm your topics. Perhaps, brainstorm partners who can help teach a few sessions and help you promote it. Brainstorm, then plan out your One Day Summit. Plan the topics. Plan the schedule. Plan out who will you invite. Plan out how you will promote it. Put it together and make it happen!

Challenge #17: Repurpose, Repurpose, Repurpose!

If you are like me, you probably have more ideas than time. Of course, if you are like me, you cannot stop ministering or put your business on hold while you produce some of those really in-depth products or services. So, what do you do? You have got it-
- Repurpose. Have a great blog post on a topic that you love? Take that post and repurpose by taking those ideas and recording for your next podcast. Same thing with that those great nuggets in that blog post. Snag those and create some great social media posts. Do any of those great blog posts beg you to become a series for your daily live videos or for a one-day Summit? Repurpose!

Challenge #18: Attend a Live Event

Hint-hint - *The Ultimate Christian Communicators Conference* is only days away. If you already have your ticket **10 points** - if you are buying a ticket **10 points**.

Challenge #19: Easy EBook Challenge

How hard is it to write an ebook? Not hard if you know how to do it. This challenge is designed to make it the easiest ever! Can you repurposed about ten or more blog posts and make them chapters? Try to create an ebook or at least get started!

Challenge #20: Make Your Own Challenge

Yes. You read correctly! Is there something that you really need to do. It has been on your "to-do" list for far too long. It has been nagging you, condemning you, keep you stuck, and keeping you from taking massive action. Then, let's make it your challenge this month! Week One-plan it out and submit it as a proposal to Cindy or Felice. Have any sticking points? Join us on the live sessions or message in the Facebook group to ask ANY question. We will make this challenge easy and get it done!