

# MONTHLY SOCIAL MEDIA



REMEMBER

1. Feel free to change the headline of the blog post so it sounds like you.
2. Also, write one or two sentences in your own voice to introduce the blog post.
3. Create a stock close for your blog posts with a call to action and your contact information.
4. If you promote your blog to Facebook or Twitter more than once, craft each promotion a little different to make each one unique.



## The Power of Relationships

In the book, *Six Years in the Hanoi Hilton*, author Amy Shively Hawk tells the moving account of her father, Captain James R. Shively and many other POWs who endured years of unending torture and severe deprivation at the hands of the Viet Cong. Amy interviewed many of the survivors of that awful ordeal including Senator John McCain.

The thing that stands out about how those POWs survived such inhumane treatment was their reliance on each other for moral support. For those POWs, a fate worse than torture or starvation was solitary confinement. They confess that they gladly would have endured the pain of torture rather than be separated from their "brothers," as they called each other.

You and I rarely, if ever, experience anything so terrible as what those POWs endured. In truth, we are probably spoiled when it comes to relationships. And as a result, we often take our relationships for granted.

It's interesting that, on their death-bed, no one wishes they had had more stuff. People and relationships are what's important to them and on their minds and hearts. Stuff is temporary. People are forever.

### We Are Made for Relationship

In the epic film, *Cast Away*, Tom Hanks graphically portrays our innate need for companionship. Stranded as the sole survivor of a plane crash on a deserted island, he is so desperate for relationship that he creates an imaginary companion with a volleyball he names "Wilson."

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- Why & How to Hold a Team Advance → pg 20

We must ask ourselves why we need such extreme examples as *Cast Away* and *Six Years in the Hanoi Hilton* to remember how vital relationships are to our very existence. We need others. We need relationships.

Obviously, we need relationships to engage in the kinds of businesses we run. But more than that, we need relationships like we need air to breathe, water to drink, and food to eat. Relationships meet a basic human need. And it's good to remember that we meet that need for others as well. It's true, others desperately need you!

## Things that Kill Relationships

But if relationships are so important to us, why do we find them so difficult at times? The answer: Anything of value takes time and energy to cultivate and maintain. This is especially true of relationships, but we forget that. So, here is a short list of behaviors and attitudes that put a strain on any relationship:

- ❖ **Being self-absorbed.** If everything is all about you, your life will be very shallow and probably void of deep relationships.
- ❖ **Viewing others as mere means to an end.** No one likes feeling used or taken advantage of. This is a form of abuse.
- ❖ **Failing to invest time and energy into a relationship.** Relationships are like gardens. We must cultivate the ground, plant good seeds, water it, and pull out those bothersome weeds.
- ❖ **Complaining, blaming, accusing, fuming, and not forgiving.** Those are all caustic behaviors that are sure to undermine a relationship.
- ❖ **Being non-communicative.** Regular, heartfelt communication is essential to creating and sustaining relationships. Without communication there is no relationship.

Relationships aren't like math or science where two plus two always equals four and gravity always works. Relationships are messy. But so are a lot of things in life. Animal husbandry, keeping a pet, farming, gardening, arts and crafts, adventures, and even running a business are all messy at times. Not everything is predictable, plannable, and prescriptive.

However, there are plenty of positive actions and attitudes we can cultivate that nurture relationships. Here are just seven of them.

## 7 Nurturing Actions

- 1. Get to know someone new.**
- 2. Tell someone you love them.**
- 3. Serve someone selflessly and generously.**
- 4. Be kind to strangers.**
- 5. Listen intently and be all-there when others talk to you.**
- 6. Show someone you care.**
- 7. Forgive someone.**

As messy as they can be, everybody needs relationships. Look around you. Who needs one of those seven nurturing actions from you today? Go ahead, make somebody's day!



## Facebook Post

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**Enhanced Facebook Post:** Being self-absorbed and failure to engage in regular communication are just two of the causal behaviors that undermine relationships. But we provide seven nurturing actions that are equally effective in building relationships. Read the rest of the article...



## Twitter Tweet

### The Power of Relationships

Stuff is temporary. People and relationships are forever. [blog post]

**Enhanced Twitter Post:** On their death-bed, no one wishes they had had more stuff. People and relationships are what's important to them. [blog post]



## LinkedIn Update

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**Enhanced LinkedIn Post:** If relationships are so important to us, why do we find them so difficult at times? The answer: Anything of value takes time and energy to cultivate and maintain. This is especially true of relationships, but we forget that. Read more in this week's blog post...



## Video Script

**A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: The Power of Relationships.

**B. Content (revise to fit your speaking style): The Power of Relationships**

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**C. Your Standard Close:** Until next time this is....



**Email Blast** (or auto responder)

## Subject: The Power of Relationships

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Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

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### C. Your close

If you'd like to read more relevant and informative articles, check out my blog at [www.....](http://www.....)



## The True Test of Great Marketing

Marketing is a tool for selling products and services. But like any tool, we can use it for either noble or nefarious purposes.

One might think that the test of good marketing is how effective it is in getting people to do what we want them to do. But this is a faulty test.

Consider Joseph Goebbels. He served as the Reich Minister of Propaganda for Nazi Germany under Hitler. Goebbels' marketing was extraordinarily successful in terms of getting people to do what he and Hitler wanted them to do. But of course, their marketing scheme was designed to manipulate, spread lies, and promote an evil agenda. They were successful in duping an entire nation.

In the case of Goebbels, both the "product" and the methods for selling that product were evil, wrong, and immoral. As far as the product is concerned, we all think we're pretty savvy when it comes to detecting a sales message that is "too good to be true." But the nefarious marketing methods may be more difficult to detect.

Perhaps at one time, we've all succumbed to an ad selling a "snake oil" product, and as a result we learned our lesson. When I was a kid, I was very trusting and ordered a "BB Pistol" from an offer in a magazine. When my prized possession arrived, it was a cardboard replica of a 45-caliber pistol powered by a rubber band. I knew I'd been duped!

If we believe that good marketing is merely getting people to do what we want them to, then we must admit that they did a great job at marketing when they tricked me into buying that cardboard pistol. If that's what you think good marketing is, then I feel sorry for you and your customers!

But if you believe in a moral, ethical approach to marketing, then we must keep looking for a better test.

### Characteristics of Nefarious Marketing Methods:

- ❖ **Built on lies**
- ❖ **Misrepresent and mislead**
- ❖ **Spread propaganda**
- ❖ **Justify any means to obtain a desired end**
- ❖ **Evoke guilt and shame**
- ❖ **Manipulate through deception**
- ❖ **Describe what we do to people**
- ❖ **Consist of a "bag of tricks" to pry money from people**

We cannot justify any of those nefarious marketing methods even if we are marketing the best product or service imaginable. We might be able to fool the naive or uninitiated once, but we'll be repelling clients. Like the snake oil salesmen of the wild west, we would deserve to be run out of town.

If pure sales numbers don't reflect the true test of good marketing, then what does? The true test of good marketing is that it must be *people-focused*.

## Characteristics of People-Focused Marketing:

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- ❖ **Represents products and services accurately**
- ❖ **Promotes positive testimonials**
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- ❖ **Appeals with transparency**
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- ❖ **Gives away value *before* asking for the sale**

People-focused marketing approaches selling with the genuine attitude that we have something very valuable to offer people that will improve their lives. We seek to serve others by providing them with some benefit.

## Story Telling

In order to market with a focus on people, we need to identify with people in both their pain and pleasure. One of the best ways to do this is through story-telling. Stories offer a great way to connect with people. A story, especially about ourselves, humanizes marketing. Through our story-telling, we communicate, "People like us, do things like this."

In your marketing, be real and authentic. Tell people why you care about what you do. Keep people first. Your business exists to solve others' problems.

## Value-First Marketing

Another great way to communicate your integrity and genuineness to others is through value-first marketing. This involves literally giving away some of your best stuff for free. Some may cringe at reading that, but the truth is when you give away stuff for free, people think, "Wow! If this is what you give away for free, the stuff you charge for must be really valuable!"

The other thing that happens when you give away some of your best stuff is that people have an opportunity to "test-drive" your products and services. Following their "test drive," they go into a purchase with their eyes open. They know they're not being duped. They trust you, and that's worth a lot!

Finally, when you engage in value-first marketing, you have a legitimate reason to ask people for their contact information. Value-first marketing is a great way to build your client list. And because you've already given them something valuable, they feel they can count on you to continue to deliver good stuff.

Maintaining a people-focus is the true test of great marketing. In people-focused marketing, everyone wins!



## Facebook Post

## The True Test of Great Marketing

What's the true test of great marketing? Is it merely getting people to do what you want them to? If you think that's the true test, think again! Read the rest of the article...

**Enhanced Facebook Post:** If pure sales numbers don't reflect the true test of good marketing, then what does? The true test of good marketing is that it must be people-focused. Read the rest of the article...



## Twitter Tweet

### The True Test of Great Marketing

Maintaining people-focus is the true test of great marketing. [blog post]

**Enhanced Twitter Post:** In people-focused marketing, everyone wins! [blog post]



## LinkedIn Update

### The True Test of Great Marketing

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## Two Ways to Write Your Story

You may find this blog a bit unusual. What I'm proposing is that you take the time to write your story or a portion of it in two different ways or from two opposite perspectives.

Why would you want to do this? This can prove to be a very interesting and insightful exercise for at least three reasons:

1. **Intellectually**, it's an exercise in perspective and the power of viewing the same events through two entirely different sets of "glasses."
2. **Emotionally**, it's an exercise in adjusting or realigning one's attitude for the better.
3. **Strategically**, this exercise can provide marketing, copywriting, and blogging ideas. Writing in both ways forces you to break out of your default mode and write in new ways.

I like to refer to these two antithetical approaches as the "Stephen King" and the "Hallmark" versions.

### The Stephen King Version

This version focuses on and emphasizes the negative. As you write this version of your story, dwell on the pain, hardship, hopelessness, and anguish of the situation. This version offers no happy ending, but leaves the reader feeling the full extent of your pain.

### The Hallmark Version

This rendition of your story sees the positive side of even difficult situations and hardships. This version is upbeat, victorious, and thankful. The Hallmark version leaves the reader feeling good and hopeful.

Below are examples of both versions of the same experience. I've chosen to relate this story in the first-person and it is a real event.

### The Stephen King Example

Last September, I experienced an awful ordeal over the space of a week! Our son, who lives in Alaska, had asked me to help him take apart his small airplane, load it in a U-Haul truck and drive it up the Alcan Highway to Alaska. The entire undertaking was fraught with difficulties and setbacks. An experienced pilot warned him not to take apart a perfectly good airplane. Apparently, 70 percent of the time, the plane never flies again.

When my son arrived in town, we had hoped to spend about a day removing the wings and tail section of the plane to be able to get it in a large U-Haul truck. Unfortunately, his plane was tied down at an airport inconveniently located about 30 miles away. Due to various unforeseen problems, we were unable to start working on the plane until mid-afternoon the first day.

Adding to the difficulties of dismantling a 50-year-old airplane was the fact that we had to do it outdoors in the cold and battling heavy winds! As we began tackling the job, we realized this was going to take considerably longer than expected.

First, we had to drain the fuel out of the wings and as fate would have it, the plane was nearly full of fuel. We funneled the fuel into five-gallon canisters and were unable to avoid getting soaked in fuel. Then, in order to remove the wings, we had to disconnect fuel lines, cables, and linkage all by means of tiny access ports that bloodied our knuckles and constantly posed problems.

Late that afternoon it began to rain! Countless times we ran up against problems that seemed impossible. Removing a single screw or cotter pin sometimes took hours! More than once, I bashed my head on the sharp, trailing edge of the wing, leaving my head sore and bleeding.

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The next morning, we encountered an early winter storm and had to drive at a snail's pace for 200 miles. But we got through the storm without incident and the farther north we drove the better the conditions became. The fall colors were stunning! We got to see countless wildlife along the way: deer, elk, bison, caribou, big horn sheep and mountain goats.

My wife and I enjoyed each other's company and since the truck had a decent sound system, we often listened to music. My wife also read a great novel out loud that we could hardly put down.

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**Debrief:** What a difference this perspective on things makes! Both examples describe the same story and events, but from two opposite viewpoints.

## Personal Challenge

Try this writing your own story from both perspectives. Keep in mind that when writing sales copy, we want to address our clients' pain and pleasure.

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- ❖ **Which version was easier to write?**
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## Facebook Post

### Two Ways to Write Your Story

It is often said that there are two sides to every story. Here is an exercise that will challenge both your writing skills and your attitude. Read the rest of the article...

**Enhanced Facebook Post:** In writing sales copy, we want to identify with our clients' pain and pleasure and offer them something that addresses one or both. One way to help you see both aspects is to write your own story in two ways. Read the rest of the article...



## Twitter Tweet

### Two Ways to Write Your Story

What is your default story-telling style: Stephen King or Hallmark? [blog post]

**Enhanced Twitter Post:** Experience the insights of writing your story in two opposing ways. [blog post]



## LinkedIn Update

### Two Ways to Write Your Story

When you tell your story, is the glass half-full or half-empty? Take the challenge to write your story from both perspectives and see what insights you gain from this exercise. Read the rest of the blog post...

**Enhanced LinkedIn Post:** We can either write a story in the spirit of Stephen King or Hallmark. Which is your default mode? Discover what happens when you write your story from both perspectives. Read more in this week's blog post...



## Video Script

**A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Two Ways to Write Your Story.

**B. Content (revise to fit your speaking style): Two Ways to Write Your Story**

You may find this video a bit unusual. What I'm proposing is that you take the time to write your story or a portion of it in two different ways or from two opposite perspectives.

Why would you want to do this? This can prove to be a very interesting and insightful exercise for at least three reasons:

- 1. Intellectually,** it's an exercise in perspective and the power of viewing the same events through two entirely different sets of "glasses."
- 2. Emotionally,** it's a an exercise in adjusting or realigning one's attitude for the better.
- 3. Strategically,** this exercise can provide you with marketing, copywriting, and blogging ideas. Writing in both ways forces you to break out of your default mode and write in new ways.

I like to refer to these two antithetical approaches as the “Stephen King” and the “Hallmark” versions.

## The Stephen King Version

This version focuses on and emphasizes the negative. As you write this version of your story, dwell on the pain, hardship, hopelessness, and anguish of the situation. This version offers no happy ending, but leaves the reader feeling the full extent of your pain.

## The Hallmark Version

This rendition of your story sees the positive side of even difficult situations and hardships. This version is upbeat, victorious, and thankful. The Hallmark version leaves the reader feeling good and hopeful.

Following are examples of both versions of the same experience. I’ve chosen to relate this story in the first-person and it is a real event.

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Last September, I experienced an awful ordeal over the space of a week! Our son, who lives in Alaska, had asked me to help him take apart his small airplane, load it in a U-Haul truck and drive it up the Alcan Highway to Alaska. The entire undertaking was fraught with difficulties and setbacks. An experienced pilot warned him not to take apart a perfectly good airplane. Apparently, 70 percent of the time, the plane never flies again.

When my son arrived in town, we had hoped to spend about a day removing the wings and tail section of the plane to be able to get it in a large U-Haul truck. Unfortunately, his plane was tied down at an airport inconveniently located about 30 miles away. Due to various unforeseen problems, we were unable to start working on the plane until mid-afternoon the first day.

Adding to the difficulties of dismantling a 50-year-old airplane was the fact that we had to do it outdoors in the cold and battling heavy winds! As we began tackling the job, we realized this was going to take considerably longer than expected.

First, we had to drain the fuel out of the wings and as fate would have it, the plane was nearly full of fuel. We funneled the fuel into five-gallon canisters and were unable to avoid getting soaked in fuel. Then, in order to remove the wings, we had to disconnect fuel lines, cables, and linkage all by means of tiny access ports that bloodied our knuckles and constantly posed problems.

Late that afternoon it began to rain! Countless times we ran up against problems that seemed impossible. Removing a single screw or cotter pin sometimes took hours! More than once, I bashed my head on the sharp, trailing edge of the wing, leaving my head sore and bleeding.

After spending a grueling two-and-a-half very long days, the plane was finally apart and loaded in the truck. We had to make numerous trips to the hardware store trying to figure out how to best secure the plane to avoid damage during transit. If the plane became damaged, it might be irreparable or very costly to fix.

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The next morning, we woke up to snow—in September! A friend had urged us to take the route through Banff and Jasper—I should never have listened to him. The next 200 miles involved white-knuckle driving at 25-miles per hour as we battled a blizzard.

All the way up the Alcan, we never knew where we’d find gas, food, or a place to stay. Multiple times each day, I had to open the back of the truck, crawl around the plane, cinch down the straps and ensure nothing was rubbing. Several times along the way I had to rebuild the frame holding the plane in. My clothes were filthy and smelled of fuel.

The trip took us four-and-a-half long days through wilderness. We experienced bad roads, bad food, and a poor night’s sleep most nights. I won’t even go into how much this trip set us back financially!

**Debrief:** This Stephen King version of events focuses on pain and leaves a bleak, negative picture of what happened. But let’s see what this same story looks like written in Hallmark fashion. Again, all of this is true.

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## Subject: Two Ways to Write Your Story

### A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

### B. Content (revise to fit your writing style): Two Ways to Write Your Story

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### C. Your close

If you'd like to read more relevant and informative articles, check out my blog at [www.....](http://www.....)



Blog Post

## Why & How to Hold a Team Advance

Ray Edwards recently held a three-day retreat with his staff in beautiful Coeur d'Alene, Idaho. He called this an "Advance" instead of a retreat for reasons you can easily guess.

Now, the idea of holding an advance might raise the following objections:

- ❖ **"I don't have a team."**
- ❖ **"An advance is a big expense!"**
- ❖ **"Going away like that disrupts the workflow."**
- ❖ **"I don't have time."**

Let's answer each of those objections: First, if you engage the services of anyone beyond yourself, you have a team. If you literally do everything yourself, are you married? If so, your spouse qualifies as a team member. If you are a one-person shop and unmarried, hold onto this information for the near future when you do have a team.

Second, while it's true that a team advance has costs associated with it, think of it as a strategic investment in your team and your business. At the same time, don't go into debt for the advance. Do something fun and honoring for your team that you can afford. You can always do something more extravagant next time.

Third and fourth, like with the expense, the time you'll spend away together will be an extremely worthwhile investment. If there is work that must be done while you're away, consider doing it together and have fun with it. Let the team see how you create a podcast—or whatever. It'll be a great learning experience for all.

### Why Hold a Team Advance?

With those objections out of the way, what do you and your team have to gain from spending time together in a retreat setting? Here are a few benefits and perhaps you can come up with more:

- ▶ If you have part-time, contract "employees," they may not see themselves as team members. It's to your advantage that they see themselves as integral members of your team.
- ▶ Perhaps your team is virtual, spread out across the country. There's nothing like getting the whole team together to establish relationships and get to know and appreciate each other.
- ▶ Get everyone on the same page regarding your: vision, mission, and core values.
- ▶ Help each team member understand the whole and how each team member contributes.
- ▶ Build camaraderie.
- ▶ Boost morale.
- ▶ Your financial and time investment in your team shows you really care and value them.

## How to Plan an Advance

If you have an assistant, let them help you plan your team advance. Here are some ideas:

- 1. Choose a nice location.** Be realistic with your budget. You don't have to go somewhere exotic, but choose a relaxing setting that tells your team, "I value and appreciate you."
- 2. Consider inviting spouses.** Another way to honor your team members is to invite their spouses to come along and attend meetings. Spouses are hidden team members.
- 3. Come with a specific purpose in mind.** At the advance, tell your team why you've brought them all together. Go over the "whys" above. Take time to discuss your vision, mission and values, etc. Tantalize them with future plans for the business.
- 4. Eat meals together.** Enjoy your meals together, at least lunch and supper. Make those times great social gatherings. Have fun trying new restaurants. Encourage your team members to sit with different people at each meal.
- 5. Provide lots of free time.** You want your team to go home after the advance feeling refreshed, not drained. Provide lots of free time to allow team members time to play together and establish deeper relationships with each other.
- 6. Offer one-on-one time with you.** Give your team members the opportunity to spend time with you alone to discuss anything they deem important. Don't make this mandatory, but give them free consultation time that you would charge clients for. They'll appreciate you for it!

## Specific Ideas

Here are just a few ideas of what you might do in some of your meetings in addition to what I've described above. You may want to watch some motivational or instructive videos such as Prince Ea to stimulate the team's thinking. Additionally, have each team member share:

- What they do and how they contribute to your business
- Three personal wins they've experienced in the last six months
- Three things they're grateful for
- Three things they must achieve this year

A team advance can strengthen cohesiveness and collaboration on your team that is difficult to achieve in any other way. Your team advance will be time and money well-spent!



## Facebook Post

## Why & How to Hold a Team Advance

A team advance puts a positive spin on a team retreat. Don't make the mistake of thinking that such a team advance is a frivolous waste of time, money and resources. On the contrary, a well-planned advance can launch your team to new levels of cohesion and collaboration. Read the rest of the article...

**Enhanced Facebook Post:** Why hold a team advance? Imagine a football team where the players don't know each other or the roles each plays. That collection of players could hardly function as a team. The same is true for your team members. So, bring them together and build camaraderie and new levels of cooperation and coordination to your team. Read the rest of the article...



## Twitter Tweet

### Why & How to Hold a Team Advance

Advance your business and your team by hosting a team “advance.” [blog post]

**Enhanced Twitter Post:** Do your contract employees see themselves as team members? You win if they do. [blog post]



## LinkedIn Update

### Why & How to Hold a Team Advance

A contract employee just wants to get the job done and get paid. A team member holds a vested interest in your business. Host a team advance to turn contract employees into team members. Read the rest of the blog post...

**Enhanced LinkedIn Post:** If you were to ask your team members to recite your company’s vision, mission and values, could they do it? Ensure that every member of your team is pulling in the same direction and for the right reasons. Hold a team advance! Read more in this week’s blog post...



## Video Script

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**B. Content (revise to fit your speaking style): Why & How to Hold a Team Advance**

Ray Edwards recently held a three-day retreat with his staff in beautiful Coeur d’Alene, Idaho. He called this an “Advance” instead of a retreat for reasons you can easily guess.

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### C. Your Standard Close: Until next time this is....



## Subject: Why & How to Hold a Team Advance

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Let's answer each of those objections: First, if you engage the services of anyone beyond yourself, you have a team. If you literally do everything yourself, are you married? If so, your spouse qualifies as a team member. If you are a one-person shop and unmarried, hold onto this information for the near future when you do have a team.

Second, while it's true that a team advance has costs associated with it, think of it as a strategic investment in your team and your business. At the same time, don't go into debt for the advance. Do something fun and honoring for your team that you can afford. You can always do something more extravagant next time.

Third and fourth, like with the expense, the time you'll spend away together will be an extremely worthwhile investment. If there is work that must be done while you're away, consider doing it together and have fun with it. Let the team see how you create a podcast—or whatever. It'll be a great learning experience for all.

## Why Hold a Team Advance?

With those objections out of the way, what do you and your team have to gain from spending time together in a retreat setting? Here are a few benefits and perhaps you can come up with more:

- ▶ If you have part-time, contract "employees," they may not see themselves as team members. It's to your advantage that they see themselves as integral members of your team.
- ▶ Perhaps your team is virtual, spread out across the country. There's nothing like getting the whole team together to establish relationships and get to know and appreciate each other.
- ▶ Get everyone on the same page regarding your: vision, mission, and core values.
- ▶ Help each team member understand the whole and how each team member contributes.
- ▶ Build camaraderie.
- ▶ Boost morale.
- ▶ Your financial and time investment in your team shows you really care and value them.

## How to Plan an Advance

If you have an assistant, let them help you plan your team advance. Here are some ideas:

- 1. Choose a nice location.** Be realistic with your budget. You don't have to go somewhere exotic, but choose a relaxing setting that tells your team, "I value and appreciate you."
- 2. Consider inviting spouses.** Another way to honor your team members is to invite their spouses to come along and attend meetings. Spouses are hidden team members.
- 3. Come with a specific purpose in mind.** At the advance, tell your team why you've brought them all together. Go over the "whys" above. Take time to discuss your vision, mission and values, etc. Tantalize them with future plans for the business.
- 4. Eat meals together.** Enjoy your meals together, at least lunch and supper. Make those times great social gatherings. Have fun trying new restaurants. Encourage your team members to sit with different people at each meal.
- 5. Provide lots of free time.** You want your team to go home after the advance feeling refreshed, not drained. Provide lots of free time to allow team members time to play together and establish deeper relationships with each other.
- 6. Offer one-on-one time with you.** Give your team members the opportunity to spend time with you alone to discuss anything they deem important. Don't make this mandatory, but give them free consultation time that you would charge clients for. They'll appreciate you for it!

## Specific Ideas

Here are just a few ideas of what you might do in some of your meetings in addition to what I've described above. You may want to watch some motivational or instructive videos such as Prince Ea to stimulate the team's thinking. Additionally, have each team member share:

- What they do and how they contribute to your business
- Three personal wins they've experienced in the last six months
- Three things they're grateful for
- Three things they must achieve this year

A team advance can strengthen cohesiveness and collaboration on your team that is difficult to achieve in any other way. Your team advance will be time and money well-spent!

## C. Your close

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