

Leading with IMPACT!



Carol Marturano-
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Summer is here and yes, the "heat is on". All of us are feeling the heat as the economy and changing demographics continue to cause all of us to re-evaluate our business models and practices. Over the past couple of months IMPACT Learning Inc. has made some significant changes to our business model and some of our operating practices. If you visit our website, you will see some of the outcomes resulting from our changes. One thing that is for certain, there are more opportunities than ever before. To seek them out and to take effective action requires an open mind, creativity and new approaches.



Sharon Gaughan

One of our exciting new approaches involves the introduction of a new service: **On-The-Spot Coach** (trademark pending). We have heard that the longer term aspect of hiring an Executive or Business Coach is unrealistic for many due to financial or time considerations. Yet, we still hear that one-on-one coaching consistently demonstrates measurable results and is one of our top requested services. To address the ongoing need and the new parameters, we have tested and perfected a new process. The **On-The-Spot Coach** provides the opportunity of a very focused coaching session specifically designed to help leaders and entrepreneurs address a specific leadership or management challenge right "On-The-Spot".

Social Media: Yes or No: Whenever a group of executives or entrepreneurs get together, one topic that always comes up is that of Social Media. There is Twitter, Linked In, Face Book, U-Tube, Blogs, Flickr and new ones being created every day. Just what is Social Media and can it really impact business results? Social Media is all about "massive" information sharing and communications. You can find every possible topic being discussed and followed on a worldwide scale. Over the past year, these sources of communication have exploded and have transitioned from entertainment, teen/family communications and job postings to a way to promote and market products and services on a whole new level. For those of us who have been in business for a couple of decades, it really requires a paradigm shift in how we think of marketing our business. In the old days, saturating the market with info about your products was called creating "buzz" or "noise". We used direct mail, brochures, sales folks, TV, radio, journal ads, etc.

Today, Social Media is the new way to get your message out to the consumers. It is still all about reach and frequency. It involves a linkage between sociology, marketing and technology. Using social media correctly involves building relationships in a whole new way. Countless success stories can be shared of folks who have been able to build their businesses on-line and achieve unbelievable streams of revenue. Here are a few simple practices as you prepare to use these new marketing tools effectively.

- Determine what your brand will be and how you want to position it/you
- Understand your offering, your audience and the benefits you need to present
- Create your brand message
- Create your profile being sure that your brand and your brand message match
- Create accounts at all the major places (Twitter, Face Book, Linked In, your Blog, U-tube)
- Build your relationships by sharing information, free items, quality products/service- Let them know you!
- Be creative and sincere in your approach
- Remember, the connection and the relationship are just as important as with the traditional face-to-face sale

IMPACT Learning Inc. NEWS!!!!!!

- The "makeover" is complete. Visit our updated site www.impactlearninginc.com . New information, products and services are being added daily.
- Call us to learn more about how we can address your leadership development needs as well as for information on: On-The-Spot Coach, Executive Coaching, Using Social Media Effectively, and Achieving 90 Day Goals.
- Download the first 3 Chapters of *Cash in a Flash* for FREE- Carol Marturano-Becker will be acknowledged in this soon to be a best seller expected to be on book shelves late August. The book is coauthored by Mark Victor Hansen (*Chicken Soup for the Soul*) and Robert Allen (*Multiple Streams of Income*) You can obtain your FREE download on www.impactlearninginc.com.



**Have a prosperous and safe summer.
And- enjoy some time off.**