

# *flackery*

[flak-uh-ree]

## **SUCCESS**

How to Tap  
Into the  
Power of a  
60-Day  
Challenge

**P. 28**

## **CUSTOMER RELATIONSHIPS**

Build Strong  
Customer  
Relationships  
that Lead to  
Loyalty &  
Profitability

**P. 24**

## **MONEY**

3 Important  
Things You Need  
to Know About  
Personal Debt &  
Your Business

**P. 18**

**Small  
Changes Get  
You to Your  
Goal: The  
Power of  
Planning**

**P. 14**

# **Stop the Insanity! Step Away from Technology & Transform Your Life**

**P. 10**



**Grow your  
business with  
The Business  
Guild!**



**Get two months FREE with  
annual membership!**

**Our motto is Promote, Connect, Succeed, and all of our  
programs are designed to help you do it!**

**Promote Your Business**

- Ads & content in Flackery magazine
- Member-to-member ads in our newsletters & email campaigns
- Host classes & share your expertise to other small business owners

**Connect to People**

- Online groups & forums
- Mastermind groups
- Virtual & in-person events

**Success Starts with the Right Tools & Resources**

- Downloadable planning tools
- Classes & workshops
- Curated partners & resources

**Member Discounts & More!**

**Professional  
Membership  
\$25/Month  
Join Today!**

**thebizguild.com**

**Start Your  
30-Day Trial  
Today!**



**ARE YOU TIRED OF DOING  
EVERYTHING IN YOUR BUSINESS?**

**Delegate and forget about it...**

**JOHN MORGAN**  
*Virtual Assistant*

**Growing Businesses  
Since 2015**

[www.johnmorganva.com](http://www.johnmorganva.com)

**Professional Full-Service VA Support  
for Solo Entrepreneurs**

Accountants / Finance / Tax / Biz-Life-Mindset Coaches /  
Creatives / Photographers / Fitness / Wellness / Yoga /  
Marketing / Branding / PR / Non-Profit Organizations /  
Other Solo Entrepreneurs

## Where your focus goes, your energy flows, so pay attention!

How is your quarter going so far? Are you on track to end Q1 strong? Are you struggling to find your footing?

Do you have your goals in front of you each day? Are you focused on where you want to be on March 31? At the end of Q2? At the end of 2023?

Guess what? If you aren't focused, you probably won't get what you'd like. If you **are** focused, you may still miss your target, but I am certain you'll be closer to the goal than you were Jan 1.

Have you done any playing with AI yet? Perhaps ChatGPT or Jasper? Remember how people were once leery of moving to phones without cords, transitioning from 1999 to 2000, and thinking there'd never be personal computers at home? We survived all those transitions; AI is the newest -- whether good or bad will probably be a debate for a while, but AI is here, so I am checking it out and hope you are, too.

In this issue we talk about the importance of stepping away from technology, using a 60-day challenge to make strides with a goal, ideas for goal setting that may stick (have you ever gamified your to-dos?), how personal debt can impact your business, how to strengthen customer relationships, and more.

We are here here to help you promote your business, and connect you to the people, information, and resources you need to succeed and hope you find the articles and resources in this Make It Happen issue inspiring.

Let's each get firmly on our paths to success this year! Keep your goals in front of your and your calendar full of 1-to-1s to build strong business relationships.

You can Make It Happen, and we're here to help. Feel free to reach out!

### Lisa J. Jackson

Editor of Flackery

Co-Founder of The Business Guild LLC

Please feel free to share this issue of Flackery with other small business owners!

## Editor's Note



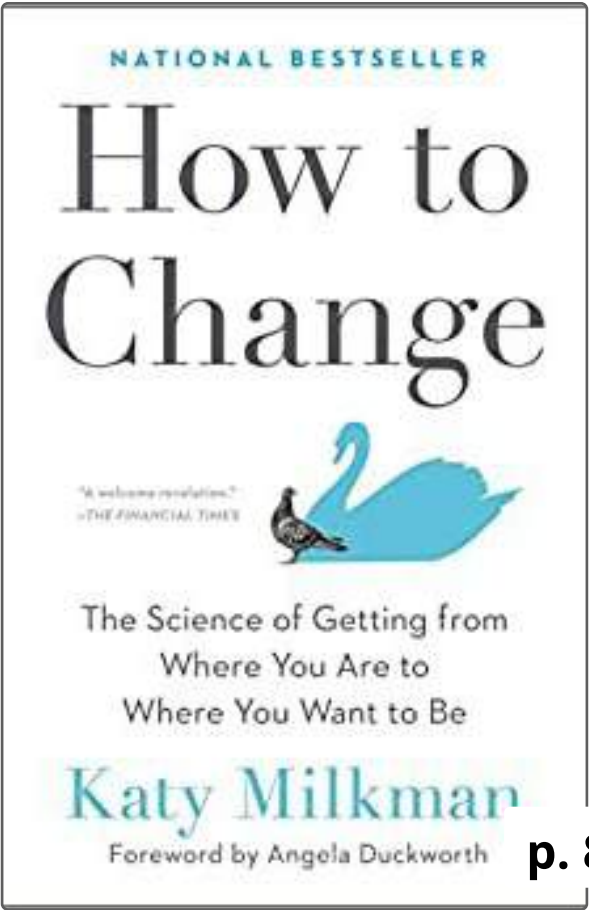
## Wondering why the heck we named The Business Guild magazine flackery?



Here's a quick video with all the answers...



# CONTENTS



- 8 How to Change: The Science of Getting from Where You Are to Where You Want to Be
- 10 Stop the Insanity! Step Away from Technology & Transform Your Life
- 14 Small Changes Get You to Your Goal: The Power of Planning

- 18 3 Important Things you Need to Know About Personal Debt & Your Business
- 24 Build Strong Customer Relationships That Lead to Loyalty & Profitability
- 28 How to Tap Into the Power of a 60-Day Challenge

## Get your goal planner!

### In every issue

- 4 Editor's Note
- 5 Why We Called the Magazine Flackery
- 34 Advertise in Flackery
- 37 Success Funnel Podcast
- 38 Business Resources
- 39 Past Issues
- 42 Back Page



# How to Change: The Science of Getting from Where You Are to Where You Want to Be

By LISA J. JACKSON, The Business Guild

Author: Katy Milkman  
ASIN: B08KPFPSNS  
ISBN: 978-0593083758  
Price: \$14 to \$28 depending on format  
Where to by: Wherever books are sold / online / in stores

Timing can make a difference when it comes to making changes to our habits and behaviors. Do you find yourself always procrastinating on projects? And then rushing to meet deadlines? Are you great at setting goals but not disciplined enough to make strides to achieve them? Do you suffer from imposter syndrome and feel your work doesn't meet standards?

Katy Milkman talks about all of these common roadblocks and challenges business owners (and others) face every day, and through stories and examples, she shows how we can overcome our resistance to achieving what we want -- she explains how we can change our habits and behaviors to become the person we need to be to attain what we want.

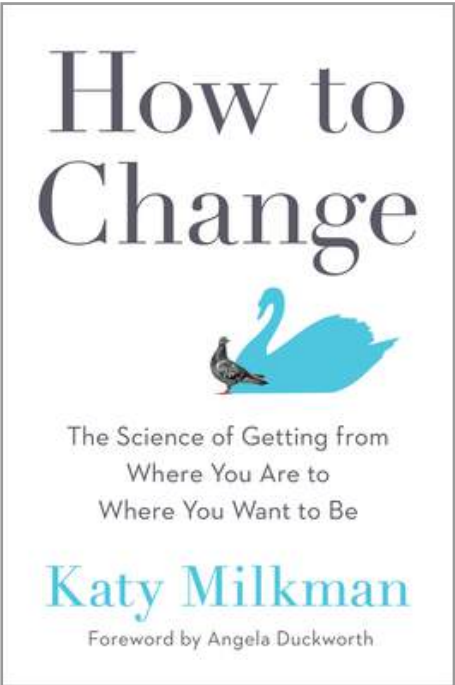
The book is an easy read and focuses on eight obstacles to change: getting started, impulsivity, procrastination, forgetfulness, laziness, confidence, and conformity. I didn't read the book in the order written, I started with procrastination, then jumped to getting started, then conformity. Those aren't necessarily the areas I feel I struggle

with, but could most relate to.

The chapter takeaways resonate from the examples she shared in the chapters, and the final chapter "Changing for Good," drives the point home about how we can do this -- we can each get from where we are to where we want to be -- if we stay vigilant and attentive to the goals we want to achieve.

A habit may be formed in 21 days, but you need to show up on days 22 and beyond, too!

You've got this! I recommend this book as a tool to help, too.



## Book Review



## DEBT LIVE FREE OR DIE



### WHO WE ARE & WHAT WE DO ...

National Legal Center is a multi-state consumer rights law firm based right here in New Hampshire. Our attorneys have been helping folks with their debt troubles for over 30 years without filing bankruptcy, and regaining control of their finances. Our goal is to bring peace of mind to our clients so they can get back to focusing on the things that matter most in life.



#### DEBT RESOLUTION

If you are overwhelmed with debt, we can help. Through proven legal strategies, our experienced attorneys and legal team are here to guide you on your journey to becoming debt-free.



#### CONSUMER PROTECTION

Our representation goes beyond simply defending your rights by pursuing litigation to seek compensation for you if your rights have been violated.



#### FIXED INCOME

NLC uses special consumer protection laws to protect those living on a fixed income from debt collectors and may even eliminate debt altogether.



#### FREE CREDIT & DEBT ANALYSIS

Each person's hardship and situation is unique. A one-on-one debt analysis is completed to review individual needs and available options.



[www.NationalLegal.com](http://www.NationalLegal.com)

1-800-728-5285

Learn more here



ABAJOURNAL

yahoo! finance

Aol.

CONSUMERAFFAIRS

AS SEEN ON ...

National Legal Center is a tradename of the Law Offices of Fox, Kohler & Associates, PLLC, a NH law firm, PO Box 835, Candia, NH 03034. Rosanna Fox is admitted to practice law in NH, Arthur Kohler is admitted in MA. Results may vary based on the circumstances of your case. This is Attorney Advertising Material and is not intended as legal advice.

# Stop the Insanity! Step Away from Technology & Transform Your Life

By Pat Hammond, The Business Guild



How would you like to reduce stress, improve your health, and find time for all those things you used to enjoy but no longer have time for?

## Who wouldn't want those things?

My grandparents put in a full day's work, kept the house clean, and hung out with friends. They had active social lives and enjoyed a variety of hobbies while working full-time jobs.

Their days had the same 24 hours as ours. How did they manage so much when we struggle to find a balance between home and work?

While they did everything by hand, we do most of our daily tasks with a few swipes or mouse clicks.

We have advantages they never dreamed of.

- Computers
- Cell phones
- Internet

We should be enjoying stress-free lives with more free time. — That was the promise of technology. It was supposed to make our lives easier so we could work less and have more time to pursue other interests.

How did that promise go wrong?

Would you believe it's because we let it?

Over the past 20 years, we went from the novelty of a desktop computer to a world that revolves around technology.

**In the space of one generation, we've set aside a way of life that included defined boundaries, personal relationships, physical activity, and hobbies for an electronic screen.**

The average American spends 7 hours a day using technology, and it's taking its toll on us.

**Eye strain, neck pain, overwhelm, fatigue, depression, insomnia, and a long list of other ailments all share one commonality: screen time.**

You have control over this.

It's your responsibility to establish boundaries, rediscover the joy of real-world connections, and do things that challenge your mind and body.

We all need to take responsibility for our lives.

Technology is a wonderful tool, but we have to learn how to use it in moderation.



It's easy to lose track of time while you're living vicariously through other people.

Tech stress is *not* generational.

People over forty may remember the days before cell phones and always-on technology, but we all suffer from the non-stop intrusion of work, social media, email, and texts.

Even our faithful TV entertainment has evolved to where we can binge an entire season (or two!) of our favorite show in one sitting.

Instead of moving on to another activity after 30 or 60 minutes, we now hunker down for hours in front of a screen.

While it's fun to catch up on a favorite show, it's not healthy if we do it every day.

So what is the solution?

Start by doing a technology audit. Track how much time you use a device and the activities on each device.

A simple spreadsheet will make fast work of sorting and calculating how much time

you spend on each device and what the activity is. You could even customize The Business Guild's time tracker tool to break it down by day and week.

Once you've identified how and why you're using your phone, laptop, tablet, gaming console, etc., you

will have a better idea where you can scale back.

Perhaps you start by setting boundaries for when you will respond to work calls, emails, and chats.

Some people have

a 'no phones at the dinner table' rule.

I set my phone to Do Not Disturb after 7:00 PM. I have a list of family and friends on my approved list, but everyone else goes to voicemail.

Our work time is only part of the problem. A lot of us spend a lot of our free time using electronic devices to play games, read books, and watch television.

Instead of meeting up with friends, we



spend hours following strangers on social media.

You can make an argument that social media is a super way to stay in touch or reconnect with old friends, but it also has a dark side.

All of this online activity can leave us with a false sense of accomplishment from experiencing other people's wins, or worse, we compare ourselves to the perfect people we see on the internet and feel inadequate.

The good news is that we can fix it.

You don't have to go tech-free, but you should pay attention to how and why you use technology and set boundaries for:

- how much time you spend in front of a screen
- when you will work outside of normal work hours
- how you use technology for entertainment
- how often you take a break

For most of us, technology is more of a habit than a necessity. All it takes is a little mindfulness and a willingness to adjust our usage. Before you know it, you'll have a brand new appreciation for how technology can help you achieve your perfect work/life balance. ✓





# Small Changes Get You to Your Goal: The Power of Planning

By Lisa J. Jackson, The Business Guild

How is the year going so far for your business? Are you on track to hit your first quarter targets? Do you even have targets?

Don't worry if you're not quite where you want (or need!) to be, I have a few easy tips to help you set and achieve your goals.

*To get where you want to be with your small business, you need to have a plan! Take a challenge to improve your business for the next 100 days. Whatever day you are reading this is a great day to start. Figure out the date 100 days from now as the stick in the ground, note it somewhere, and keep reading.*

You have two choices to change your business' trajectory in the next 100 days:

1. Intentionally decide what you will do and who you will be between now and then, including how you will feel.
2. Let life happen and simply go with the flow.

I hope you choose the first option and want to plan your life intentionally. And if so, and you need some help getting there, read on.

There isn't a one-size-fits-all way to set

goals or make plans, so it's important to keep trying until you find what works for you.

Here are the basics to goal setting and planning with tips for each.

## SEE YOUR FUTURE SELF.

Picture yourself one year from today and envision the progress you've made in the year. Seeing your future self is a great way to start working toward goals – without a picture of where you want to be, how will you know when you get there?

Write down (or type it) from the perspective of who you are in 100 days – who are you, what are you doing, what has changed, what you are grateful for. Capture the details from that perspective – yourself 100 days from now. Start by saying something like, "It's [date] and I am amazed at how the last 100 days have been!" Yes, maybe it feels silly or awkward, but you're by yourself in this moment.

Reality check: not everything will turn out, but the more specific you are with this, the closer you will get to it.

Knowing/choosing what you want is critical to achieving/getting what you want.

**Visualize what success looks like**



# Small victories keep you motivated and move your goals forward...

**WHEN SETTING GOALS, MAKE THEM SMART.**

Now that you have a vision of what you want to achieve, determine SMART goals to get there.



When goals are Specific, Measurable, Achievable, Relevant, and Time-bound the likelihood of success is significantly greater than when goals are vague.

**LIMIT THE NUMBER OF GOALS AND PRIORITIZE THEM.**

When you start out goal setting, you generally start making a list of anything and everything that comes to mind.

It's okay to list all of your goals, but then it's time to focus on a few (maybe no more than three) key goals; those that are most important for your

business and prioritize those to ensure you're making progress in the right areas. Keep the full list somewhere, of course, but you want to focus on the most important goals.

**CREATE AN ACTION PLAN.**

Break down each goal into smaller, actionable steps and assign deadlines and responsibilities to hold yourself accountable.

This will help you turn your goals into a reality by having them be achievable, and with that you'll stay focused and motivated.

- Identify the smaller tasks or steps needed to reach the goal; make them manageable tasks.
- Give yourself a deadline for each task.
- Create a schedule that allows you to work on the tasks consistently,

whether daily, weekly, or monthly. I recommend starting easy, perhaps 15 minutes a day on a task. You'll be amazed that whatever time limit you assign, you'll most likely finish the task faster.

- Keep track of your progress and adjust your plan as needed. Fifteen minutes isn't enough? Try 30 minutes. You only need five minutes a day for a task? Give more time to another!

Notice how these steps fit into the concept of SMART goals.

**GAMIFY YOUR DAILY TASKS.**

Making a game out of your tasks can be a highly inspiring and motivating way to stay engaged with

your goals.

Say one of your tasks is to Plan your week. You can give yourself 5 points for doing that.

Have a daily task to prospect 3 people? Give yourself a point for each time you send three reach outs – these can be DMs, emails, texts, etc. Whatever you consider to be a touchpoint with a prospect.

Set yourself a Daily and Weekly points limit, and track the numbers. Review the numbers at the end of each week. And don't forget to give yourself a reward when you reach your point goal.

**CELEBRATE SMALL WINS.**

It may sound silly, but celebrating each task completion, giving yourself a high five in the mirror, patting yourself on the back, or even just shouting out a "Woo hoo!" will give you a hit of endorphins and keep your motivation on

the positive path to help you stay focused on the end goal – when you'll REALLY celebrate!

**REVIEW AND REVISE.**

Regularly review your plan and goals and revise them if necessary to make sure you're on track to achieve your 100-day goal. As you learn and grow, and hit your goals, you'll be learning more about your business and what needs to be done. Your 100-day goal may change, too, but most likely it'll be the steps to get there that need altering.

**GET SUPPORT.**

Find someone you can share your goals with – someone who can check in with you to see how you're doing – a mentor, colleague, friend, spouse, whoever.

This added accountability can be the boost you need to stay on track.



If you're great at planning – you know how to make to-do lists and break big goals into manageable tasks that fit into your calendar but still aren't making progress – check out my **book review on How to Change by Katy Milkman**. It may be the catalyst that helps you start projects, stop procrastinating, and more.

One small change performed each day will have you growing in small, and maybe unnoticeable, increments until one day you look and realize the growth you've accomplished.

If 100 days doesn't feel right, perhaps 60 days does, check out "**How to Tap into the Power of a 60-Day Challenge.**"

Maybe 12 weeks feels more comfortable for doing one small thing each day. A great book for 12-week goals is **The 12-Week Year by Brain P. Moran**. ✓



### 3 Important Things You Need to Know About Personal Debt & Your Business

By Pat Hammond, The Business Guild

#### *Credit is the lifeblood of your business.*

It doesn't matter if you want to lease office space, buy supplies, or pay for advertising, at some point or another, your business is going to need credit.

It's not a big deal if you own an established firm with a steady revenue stream and a

history of paying your bills on time. But what happens if you're a startup or your business is struggling?

Today, we're talking about how your personal debt can affect your business' opportunities for credit cards, loans, and leases and your options for paying down and managing debt when things don't go as planned.

### Debt is a normal part of starting and growing a business

#### **Fact 1: Your Personal Credit Can Affect Your Business**

One of the biggest misconceptions new business owners have is that their personal debt has no bearing on their business.

While this is true for established businesses, the reality for many small business owners can be a bit more complicated.

In fact, there are two common scenarios where your personal credit could have a direct bearing on your company's creditworthiness.

1. New businesses without an established, verifiable revenue stream or credit history
2. If the business is a sole proprietor, LLC, or family business

In both situations, the lender may require a business owner to act as a guarantor for a credit card, loan, or line of credit.

When that happens, your personal debt is a direct reflection of your company's creditworthiness and will affect your ability to get credit for your business.

It can also affect the type and quality of credit available to you.

For example, if you have excellent credit, your business may qualify for more favorable rates or a higher line of credit.

On the other hand, if you're carrying a lot of personal debt, the lender may decline your application or extend an offer for less money than you need.

This may not seem like a big deal if you just want a

separate credit card for business expenses, but if you need to buy or lease equipment or vehicles, it could be the difference between starting a business and waiting until your credit situation improves.

#### **Fact 2: You May Get Stuck with Your Company's Bills**

Nobody takes out a loan intending to default.

Business owners borrow money to start or grow their business all the time.

The problem is that there are a lot of things outside of your control that can derail those plans.

- Injury and illness
- Natural disasters
- Supply chain failure
- Loss of important clients

You can minimize some of the risk with a



## When you guarantee a business loan, you promise to take on the debt if your business defaults

comprehensive risk management strategy, but it won't protect you from everything. (*See How to Keep Your Business Running Through Injury and Illness*)

If your business defaults on a credit card, loan, or line of credit that you guaranteed, the lender will expect you to step up and pay it.

Take a moment to consider what this means.

If your business is not making money and you haven't been taking a paycheck, how will you pay your own bills and the business loans you've guaranteed?

We're not trying to scare you, but this is something you should think about before guaranteeing a loan for your business.

Lenders can, and will, use all the legal remedies

available to them to recover their money. (Think judgments, liens, and garnishments.)

### Fact 3: Don't Panic, You Have Rights and Options

Receiving phone calls and dunning letters from creditors can be frustrating, frightening, and overwhelming.

Melissa Balon from the **National Legal Center** says, "A lot of people struggle in those situations and are embarrassed to talk about it."

Depending on your situation, you may be dealing with health issues, legal problems, or any number of worries on top of the stress of taking on your company's debt.

While many companies are polite and professional, others can be rude and antagonistic.

Some may even blur the lines of legally acceptable practices.

Know that you don't have to face it on your own.

You have legal protection from state and federal laws that dictate what your creditors can do, what they can say, how they can contact you, and how often they can do it.

While each state has its own laws about debt collection, the federal **Fair Debt Collection Practices Act** (FDCPA) provides a standard guideline for what collection agencies can and can't do in the United States.

If you feel a creditor has crossed the line and broken a state or federal law, you can file a complaint with your state attorney general's office or seek legal guidance from an

attorney.

It may seem counterintuitive to spend money on a professional service when you're struggling with a financial situation, but a good attorney can help you look at your options and choose the right action, such as:

- Review your rights and responsibilities
- Provide a buffer from the calls and letters
- Negotiate smaller payments or settlements

Law firms that specialize in debt can offer a variety of legal services, including debt resolution, help with FDCPA violations, or bankruptcy.

They can also stand as your legal representative to negotiate on your behalf with your creditors.

Credit counseling is another option.

Nonprofits like

**Consumer Credit Counseling Service** and **American Consumer Credit Counseling** typically offer free help with budgeting and credit counseling, and charge fees for hands-on services like debt resolution and bankruptcy.

As Balon says, debt can be incredibly stressful, especially when there are other issues involved, but you don't have to let it consume you.

The right counsel can help you evaluate the best choices for your situation

and help you reduce your stress by acting as your representative with your creditors.

The moral of this story is that it's easy for your personal and business finances, especially a sole proprietorship or single member LLC, to affect both sides of your life.

Go in with your eyes wide open and understand that you may have to guarantee your business debt until your company establishes its own credit history.

Finally, don't be afraid to ask for help. ✓





**Skip the overwhelm, I can help you make sense of your taxes.**

- Small Business Taxes
- IRS Audits & Demand Letters
- Estates & Trusts

If you have received an IRS demand letter or are being audited, I can help.

**Ed Carter, CPA**

**781-799-1188**

**Call Today!**

[taxhelp@edcartercpa.com](mailto:taxhelp@edcartercpa.com)

[edcartercpa.com](http://edcartercpa.com)



MARTHA WALTERS FITNESS

**Martha Walters**

[martha@marthawaltersfitness.com](mailto:martha@marthawaltersfitness.com)

## Small steps get results!

I work with women in their 50s, 60s, and 70s who want to take time for themselves, regain strength, and feel good in their own skin.

- Strengthen your core
- Improve your posture
- Feel good in your own skin!

Individuals / Small Groups  
In Person / Virtual

**Online Core 50+ Program  
Coming Soon!**

**Get your *FREE* PDF  
with 5 exercises -  
Start feeling good  
today!**

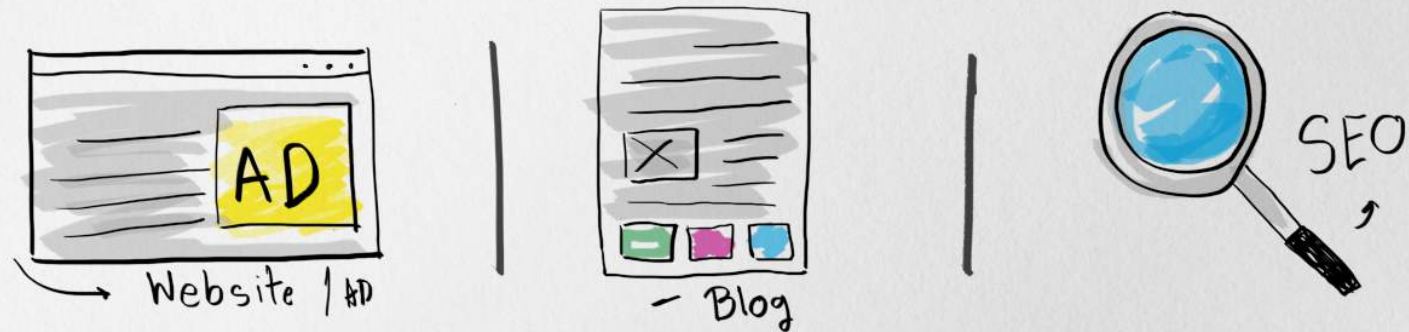
[martha@marthawaltersfitness.com](mailto:martha@marthawaltersfitness.com)







# Customer Relations



## Build Strong Customer Relationships that Lead to Loyalty & Profitability

By Lisa J. Jackson, The Business Guild

*Building strong customer relationships is a critical aspect of running a successful business. Here are some ways that business owners can build strong customer relationships.*

### Let them get to know you

Put yourself on social media with posts that show your personality. Share memes that you enjoy, talk about events you've

been to, activities you do – not everything has to be about your business! Let prospective (and current) customers understand who you are as a person. Let them see your passion for what you do. It makes a difference!

If you're a brick-and-mortar establishment, make sure you greet everyone who enters your store with a smile and at least a "Welcome! I'm xxx, the owner."

A sincere welcome can go a long way to starting a long-lasting relationship with a customer.

## Great customer relationships start with know - like - trust

### Listen to and engage with them

It can't be said enough how important it is to listen to your customers' needs and concerns. Encourage customers to provide feedback and suggestions and take this feedback into account when making business decisions. Whenever you receive feedback, let the person know you appreciate them taking the time to tell you. And if you're able to do this in person or on the phone, it's a great chance to ask them for more information or details.

### Build trust

Be transparent with your customers, follow through on promises, and admit mistakes if they occur. Customers value businesses that are honest and trustworthy.

With the above three, did you notice they are the KLT

(know-like-trust) factors you hear about all the time? If you focus on those three activities, you have a great customer relationship foundation. And you may not even need the following tips, as you probably have them incorporated into your daily activities already.

To continue building customer relationships, here are other tips to consider.

### Provide excellent customer service

It should go without saying, of course, we all know that customers appreciate when they receive great service. We're customers a lot of times and great service matters to us, right? If you have employees, ensure they are trained to provide quality service, handle customer complaints effectively, and resolve any issues promptly. If issues

escalate, be prepared with ways to make the situation right with the customer.

### Personalize your interactions

Whenever possible, address customers by name, remember their preferences, and provide personalized recommendations to make them feel valued and appreciated. This is true whether your business is all online or in person. If it's a challenge to remember faces and names, or what the person shops for the most, having a database with this information (a CRM – customer relationship management system) can help quite a bit! And having a CRM is a great tie-in to the next strategy.

Offer loyalty programs

Offering your regular, loyal customers a special discount, first chance at an exclusive promotion, or a personalized offer can keep them coming back – and maybe coming back more often! You'll need some type of tracking system (CRM) so you can see your customer's buying behavior, including purchases, rewards, and points earned.

Stay in touch

Regular communications with your customers through email newsletters, social media, or other channels will keep them informed about your latest services or products, and promotions. It's important to have them "opt in" to receiving communications *before you start emailing them* – please don't just automatically add someone to an email list!

Show gratitude

Thank-you notes, personalized messages,

Title:

Subtitle:

Prepared for:

Prepared by:

Date:

Vers:

|   |   |  |
|---|---|--|
| Start/End Dates                                     | What is the goal for this strategy?   |  |
| Who are you trying to reach?                        | List the steps to implement this strategy   |  |
| What channels will you use to reach your customers? | What tools, people, or services will you need? (EPS, CRM, Zapier, content writer, videographer, etc.) | How much will it cost and what is the expected revenue or benefit? Example: A strategy to improve user satisfaction by providing tips & videos for how to use a product might be represented as a 3% increase in additional purchases or referrals with a dollar value of \$10,000 |

Customer Relationship Planner

© The Business Guild 2022

Click the image above to download The Business Guild's Customer Relationship planner.

and small gifts on special occasions are great ways to thank your customers and show them you appreciate them. A simple "thank you" when they make a purchase is quite nice, too.

Building strong customer relationships shouldn't be difficult. Consider your own customer experiences.

Think about which businesses you enjoy working with or visiting. What is it about them that you appreciate the most? What are they doing to keep you happy and going back for more purchases? Your customers most likely

enjoy the same type of experiences.

By implementing even a few of the above strategies, you, as a business owner, can build strong and long-lasting customer relationships, which will ultimately lead to increased customer satisfaction, loyalty, and, oh yes, profitability!

We all want our businesses to prosper! ✓

Every business has a voice, let's capture yours.

You want to tell your story to your clients/customers, but you struggle a bit with getting the words written. You're looking for someone to help you create the content you need using **"your words, only better."**

Write Your Way offers the writing and editing experience you want with dependability you can rely on.



**W**rite Your Way  
*your words, only better*

- Blog/article creation
- Business profiles
- LinkedIn summaries/profiles
- Success stories/case studies
- Website content

Schedule a time to chat

Let's discuss your writing needs and options to see how I can help you take your content to the next level so you can attract new customers.

Schedule Today!



writeyourwaynh.org





## How to Tap Into the Power of a 60-Day Challenge

By Pat Hammond, The Business Guild

## Make new habits, learn new skills, and get things done with a 60-day challenge!

Is it just me, or does it feel like every time you turn around, someone is hyping another 60-day challenge?

**Lose weight, 10X your sales, learn a new language.**

Whatever you want to do, there seems to be a challenge for it. The thing is, with so many people promoting free and paid challenges, you may wonder if they're the real deal or just another empty promise of a quick fix.

The short answer is it depends.

While much of the popularity of challenges comes from people's desire to find a fast solution to a pressing problem, it doesn't mean they're not beneficial.

With the right mindset and preparation, you can leverage a short-term challenge to reach goals and make genuine changes.

**What is a 60-day challenge & why should I do one?**

Once you set aside the hype, a 60-day challenge is a short-term goal.

Unlike big goals that require a major allocation of resources, a 60-day challenge is a powerful, fun way to create new habits and learn new skills.

I did three challenges last year. Two of them, fitness and money management, became regular routines for me. The third, learning to play guitar, fell off the radar after a few months. I still picked my guitar up and practiced 'when I had time,' but it wasn't the same level of commitment I had when I was doing it for the challenge.

One of the major benefits of this type of activity is that it helps find time for all those things you want to do, but never have time for.

Whether it's fifteen minutes a day or three hours a week, eight weeks is plenty of time to take a class, launch a new product, or tackle a household project.

**Okay, I'm in. How do I do it?**

You start by setting your goal.

Identify what you want to do, then use the SMART goal formula to create the plan. (see The Business Guild's goal planner)

# Don't overdo it! Slow and steady wins the race...

- Specific
- Measurable
- Achievable
- Relevant or Realistic
- Timely

For example, if you want to challenge yourself to learn how to play the guitar, you'll want to make sure your schedule can handle daily practice and weekly lessons. There's not much chance you can go from zero to Jimi Hendrix in two months, so you'll need to define your desired outcome.

Maybe your goal is to learn five chords and one full song. To help with motivation, it should also be something that ties to a specific need or desire, such as playing a song at your family's annual barbecue. — I had no such aspirations. My family doesn't even have an annual event. But I did learn a lot of chords and

can play a variety of riffs. Just like any other goal, the key is to commit to a specific result with a fixed end date.

Once you define your goal, all you need to do is make a plan to achieve it and choose a method to track your progress.

The tracking doesn't have to be anything fancy. For most challenges, a simple spreadsheet or checklist will work fine.

If your 60-day goal is part of a larger project, you can treat it like a sprint and track it with your favorite project management tool. (We like Hive, but you can use whichever program is already in your toolbox.)

One thing that gets overlooked in this type of challenge is that just because it covers a 60-day period, it doesn't mean that you have to pursue the

challenge every day. This is particularly true for fitness goals.

It's tempting to start out fast, but your enthusiasm will wane if you overdo things early and get injured.

Don't forget that life doesn't always happen according to plan.

Instead of feeling like a failure because you didn't make it to yoga on Thursday, build in a makeup day when you can take a different class or do another activity that 'counts' towards your goal. — This isn't cheating.

Remember that the 'A' in SMART goal means achievable. If you know that you sometimes have to work late, have carpool duty, or have some other activity that may interrupt your schedule, it's not reasonable to think you can

suddenly adopt a rigid routine. Do yourself a favor and build in some buffer space.

Which brings us to the question of how to find time to do a challenge.

## The time is now (or next week, next month...)

The best time to start a 60-day challenge is when you're ready. If you're ready today, then start today. If it's going to take a few weeks to organize your schedule, sign up for a class, or gather whatever tools you need, then start in a few weeks.

If it's something you want to do, you will make the time. And if you follow the SMART goal format and create a plan that is achievable, you should be able to incorporate the challenge into your normal routine.

## Choosing a challenge

The last thing I want to talk about is how to choose a

challenge.

For many people, a 60-day challenge is a way to kick-start weight loss or fitness goals. They commit to the short-term effort with the belief that once they see results, they'll be able to adapt the activity into their routine.

But that's just the tip of the iceberg.

What you choose is up to you.

Perhaps you'd like to add regular marketing activities into your work routine. You might want to eat healthier meals, or save money for your summer vacation.

If it requires a conscious effort and is outside your normal activities, it's fair game.

That's the beauty of 60-day

challenges. Anything is possible.

The short time frame forces you to become hyper-focused on the task, which makes it easier to hold on to your enthusiasm and to stick with the program.

So what are you waiting for?

Rediscover an old hobby, learn a new skill, or clean up some of those lingering tasks on your to-do list.

We all have something we want or need to do. Why not use a 60-day challenge as the motivation to jump in and do them? ✓





# Simple, Affordable Solutions for *YOUR* Business!

Did you break your website? Or, maybe you just need a new one...

Save some money & skip the aggravation of doing it yourself with budget-friendly services from Buzz Media.

SKIP THE FRUSTRATION OF DIY



**You can afford \$1, right?**

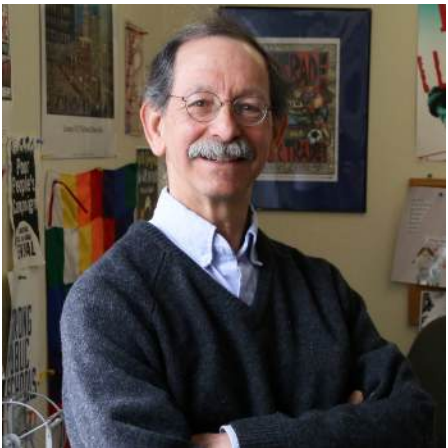
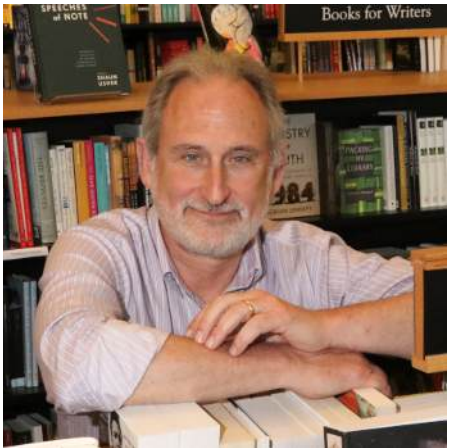
It may sound a little crazy, but *the most common causes of broken websites are usually easy to fix*. In fact, they're so easy, we offer a service called **Fix It Fast**.

Fix It Fast has simple, \$1/minute pricing (15-minute minimum), for websites that can be fixed in 60 minutes or less.

Fed up with WordPress? A new website is more affordable than you think. We offer 2-day & 2-week websites at a price you can afford!

**Call or Email Today!**  
**(603) 264-0788**

**[buzzmediallc.com](http://buzzmediallc.com)**



**Allegra Boverman Photography**  
[AllegraBoverman.com](http://AllegraBoverman.com)

- Portraits
- Family, Engagement & Children's Portraits
- Special Events, Conferences & Galas

- Editorial - News & Features
- Business & Industrial Photography
- Community & Public Relations





Book Today!

# Content Marketing

## Promote Your Business With Feature Stories & Sponsored Posts

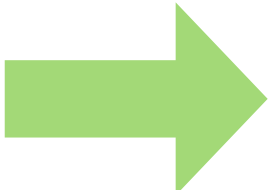
**Flackery** is now accepting feature stories and sponsored posts from The Business Guild members and non-members.\*

Your Original Content  
Members: FREE  
Non-Members: \$125  
Deadline: April 28, 2023

## Make *YOUR* content marketing easy!

Content marketing is a key component of your successful marketing strategy and we provide the *perfect marketing tools, using the perfect marketing vehicle, at a price you can afford.*

- Professional presentation
- Targeted small biz audience
- Shareable evergreen content



**Submit your content today!**

The Business Guild & Flackery make it easy for **YOU** to share **YOUR** expertise and promote **YOUR** business.



## No time to write? No problem!

**We've teamed up with Lisa J. Jackson from [writeyourwaynh.org](http://writeyourwaynh.org) to bring "Your Words, Only Better" to Flackery!**

### How does it work?

Lisa will interview you about your business and story idea then craft it into a written article featuring your ideas and expertise.

- No struggling to find the right words
- No issues finding the time to write
- No excuses!

**Your Words, Only Better**  
Members: \$175  
Non-Members: \$250

**Book Today -- Your Words, Only Better**  
**Deadline is April 28th!**

\* see submission guidelines for details

# Promote *YOUR* Business in Flackery!

**Do you want to reach a diverse, dedicated business audience?**

**Get the biggest bang for your buck with a digital ad in Flackery!**

The great thing about a digital publication is that your ads are digital too. This means your ad isn't limited to basic content and contact information.

- Link to Website, Landing Pages, and Social Media Platforms
- Embed Video, Coupon Codes, Special Offers, & More!
- Even better, your Flackery ad is shareable, pinnable content that is available 24/7.

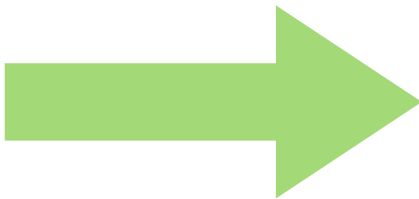
**When was the last time a print ad did that?**

**Save 25% when you buy a 1-Year ad package (4 issues)!**

## Budget-Friendly Rates

|                                   |                 |              |
|-----------------------------------|-----------------|--------------|
| Full Page (approx 8.5" X 11")     | \$250/per issue | \$750/annual |
| 1/2 Page (approx 8.5" X 5.5")     | \$150/per issue | \$450/annual |
| 1/4 Page (approx 4" X 5")         | \$50/per issue  | \$150/annual |
| 1/4 Page - Video (approx 4" X 5") | \$75/per issue  | \$225/annual |
| 1/3 Page* (approx 2.83" X 11")    | \$75/per issue  | \$225/annual |

\* Video cannot be added to 1/3 column ads



**Get your ad today!**



Did you enjoy  
Flackery?



**flackery**  
[flak-uh-ree]

**Never miss an issue  
Sign up for FREE!**

Thank you for reading Flackery.  
If you liked what you read, be  
sure to check out our back issues  
for more tools, tips, and  
business insights at  
Flackerymag.com

**SUBSCRIBE TO GET YOUR FREE  
COPY OF FLACKERY IN YOUR  
INBOX**

## Join Us for the Success Funnel Podcast!



The Success Funnel Podcast is your one-stop source for everything you need to succeed.

- Planning
- Leadership
- People & Resources
- Opportunity
- Success

Click the links below to hear the latest episodes or join us as a guest!

## Check out our latest podcast!

Promote your  
business & share your  
expertise as a guest  
on an upcoming  
podcast.

[info@thebizguild.com](mailto:info@thebizguild.com)



**SuccessFunnelPodcast.com**

# Business Resources

It would take the entire magazine to list resources for every city, state, or county, so we're including direct links to the corresponding resources pages on The Business Guild's website. If you're looking for a resource that isn't listed, please send an email to [info@thebizguild.com](mailto:info@thebizguild.com) and we'll try to help you find what you're looking for.

## Free and Budget-Friendly Resources for Your Business

### Business & Strategic Planning

This includes federal business resources, useful tools, and all of The Business Guild's business planning templates.

### Web Design

The web design resources feature useful tips for choosing a CMS, building a website, improving page speed, and managing site maintenance.

### Graphic Design & Video

The section covers graphic design tips and links to several free graphic design programs as well as helpful information about video setup, recording, and editing

### Sales & Marketing

Sales & Marketing has info about ERPs and CRMs; tips, tricks, and strategies for boosting sales; top picks for email marketing programs; templates for sales and marketing campaigns; and links to community partners.

### Classes & Training

The classes & training section offers a collection of live and on-demand classes, events, and seminars from The Business Guild, our members, and community partners.

### Back Office

This section contains a variety of back office tools and resources for your HR, accounting, and IT questions.

[thebizguild.com/succeed](http://thebizguild.com/succeed)

# Past Issues



Winter 2022



Fall 2022



Summer 2022



Spring 2022



Winter 2021



Fall 2021



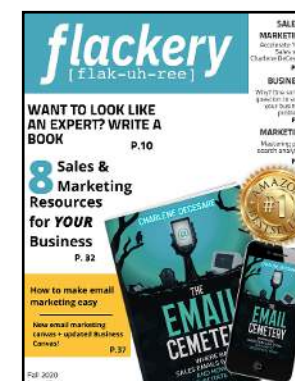
Summer 2021



Spring 2021



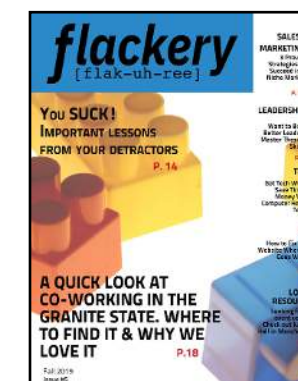
Winter 2020



Fall 2020



Winter 2019



Fall 2019

**SUBSCRIBE TO GET FLACKERY  
IN YOUR INBOX**





## Real people helping real people find meaningful work since 1994

- Accounting & Finance
- Administrative & Customer Service
- Engineering
- Human Resources
- Industrial and Skilled Manufacturing

Northern New England - NH, VT, ME, Northern MA

**Call Today!**  
**877-202-7005**

[www.LeddyGroup.com](http://www.LeddyGroup.com)

Hangliding Class  
Auto Brakes

Branding

Seatbelts

Lawyer

Toilet Paper

Advertising

Lasik Surgery

Life Insurance

Tattoos

Condoms

Web Design

Contractors

Eye glasses

Babysitter

Marketing

Acupuncture

Life Raft

Design

Surgery

Fire Extinguisher

Ladder

Sushi

Strategy

Anti-Shark Spray

Kevlar

Antibiotics

**Planning on  
cutting a few  
corners to  
save money?**

**Your competition  
will love It.**



[www.brandartica.agency](http://www.brandartica.agency)

"When you find your 'why', you find a way to make it happen."

– Eric Thomas

