



Who is Your Business Lifeguard?



Have you noticed the lifeguards at the pool or at the beach? Their job is to be vigilant, watch weather and water conditions, and to save swimmers and surfers who get into trouble.

Around water, some people get into trouble because they are overconfident, too tired, or they are not paying attention to what is going on around them. They get careless and lose sight of land, or they get confused and cannot find a way to safety.

In business we sometimes get into trouble for the same reasons.

Do you have a lifeguard in your career? Do you have groups of people who will help you if you get in over your head? Do you have safety nets that allow you to stretch your abilities?

It is important to try new approaches, ideas, and processes. Some people worry about experimenting with new things because they are afraid of failing. Not experiencing success is a good way of figuring out what doesn't work. My dad said that you need to learn from the mistakes of others, and that's true. But we also need to be confident enough to try and, sometimes fail. As an entrepreneur, I'd rather take action and possibly fail than do nothing.

Our business lifeguards help us take risks and try new ideas. They help us identify where the deep water is, and they remind us to take short breaks to necessary.

How do we get lifeguards in business? How do we serve as a lifeguard for others?

Mary's Updates

Mary's Video of the Month ~ The importance of a Mastermind~



In today's feature article, I recommended forming or joining a mastermind group. Not familiar with mastermind groups? [This video](#) explains the benefits.

Mary's Quote in Woman's Advantage Calendar

I'm excited that my quote, "Want to achieve your dreams? First, decide that your dreams are possible. Second, get to work." was selected for today's page of the Woman's Advantage calendar www.womansadvantage.biz/calendar



Mary's Book of the Month



[How to be a Healthy Vegetarian](#)
by Nancy Addison

I decide this summer I was going to focus on eating healthier. Except for the week in Hawaii enjoying dim sum, Korean BBQ, and Portuguese sausage, and the Alaskan

1. Create your own board of directors. Assemble a board of thought leaders to brainstorm on business and ideas. Ask people in similar industries or mentors to serve on your personal board of directors. If you make it an easy and enjoyable process, you can become closer to the people you admire and they get to know you, and each other, better as well.

2. Join or form a mastermind group. Mastermind groups are formed for mutual support and business discussion, often with people in the same business or with the same business model. Other mastermind groups bring like-minded people together even though their businesses are completely different.

One of the most important aspects of a mastermind group is to allow everyone to discuss what they need and to provide enough time for feedback from the rest of the group.

When getting a mastermind group together, have an agenda and ask everyone to be prepared to talk about a challenge they are experiencing, a project they are working on, and a resource that would benefit others in the group. Everyone is expected to fully participate and to share ideas and resources freely.

3. Find trusted peers at work to watch out for each other on projects. Make an effort to strengthen relationships at work and to be sincerely helpful. Use meetings to support each other's ideas, and support each other publically.

4. Establish friendly relationships with the people you routinely conduct business with, such as your suppliers and customers. Show appreciation for their help for your success. Have a system to and congratulate them on their business accomplishments, and be creative, such as sponsoring a press release or partnering on a commercial.

5. Stay close to your friends and family. Make time for the people who truly matter. Call, text, and show up when difficulties happen. Be a lifeguard for others and watch out for each other.

Please share your feedback on this article on [my blog](#).

Money Fact

According to the EBRI's 2013 Retirement Confidence Survey, only 23% of working adults intended to retire before age 65. However, 69% of workers actually retired earlier. Why? Job losses and health problems.

The lesson? Plan for your retirement and plan for the unexpected. Join us on the FB

cruise (hey I was there to speak! I was working!), I vowed to eat in a way that fed my body more than just my taste buds. What I learned from Nancy Addison's book is that you can have both.

Nancy was the personal chef for Larry Hagman and through her healthy preparation, as he notes in her book's introduction; body-nourishing food can be delicious as well as healing.

How to be a Healthy Vegetarian is a great cookbook, but Nancy also explains the "why" of how food affects us. For example, her explanation on why wheat gluten causes so many problems makes sense. Nancy says there is 80% more gluten in our wheat now than 40 years ago, and this is the same stuff that we used to make paper mache art in elementary school. When it hardens, it is like a brick. This is what is inside our digestive systems. No wonder we have so much acid reflux, indigestion, and gluten allergies!!

Nancy's entire book is smart and enjoyable reading. Yes, the recipes are delicious. Yes, it is great even if you are not a vegetarian. No, she doesn't preach. Yes, even busy and frugal-minded people can eat yummy and healthy food.

Twitter and Social Media

Here's how you can get your picture in Google's search results.

Google has made it extremely simple for you to show your picture in your search results.

First, you have to have a Google+ profile. Yes, it's Google's sandbox so we have to play by their rules.

[Go here to set up your Google+ profile](#) if you have not done so already.

You can go to this link:

<https://plus.google.com/authorship> and simply add your email address but be sure the email address is your domain.

Example: name@myname.com

Go to this link to do this now:

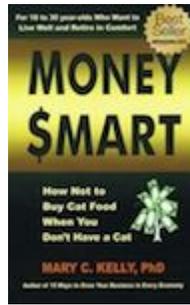
<https://plus.google.com/authorship>

Pet Tip

Please socialize your dogs. Like people, dogs don't automatically understand what constitutes appropriate behavior unless they are taught. So communicate with your dog, using positive reinforcement, when they are doing something right. Take them to socialize with other dogs and people, and please don't tolerate aggressive behavior. That can be dangerous to you, your family, other pets, and ultimately, your dog. Use

page for How to be Smarter with Money at www.facebook.com/groups/MoneySmartNow

Mary's book, *Money Smart: How Not to Buy Cat Food When You Don't Have a Cat* is helping people get their personal finances in order. You work hard for your income, so be smart! The book is available on Amazon [here](#) in both hardcopy and as a Kindle and ebook.



effective on-leash training methods (short sessions, even 5 minutes at a time can work wonders) and be consistent to have a happy, well-adjusted dog.



Speaking of Money Smart, I received a lot of great feedback after mentioning my TV appearance discussing this topic ([Home and Family Show on Hallmark Network](#)) in the last newsletter. Here is another shot from the show.



Thank You for Reading this Newsletter

Know anyone planning a conference who needs a motivational leadership speaker, or a business that needs a push forward? Please [contact me](#). I greatly appreciate your referrals!



Mary C. Kelly

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