

### 3 Easy Steps To Organizing From The Inside Out

Let's face it, in this day and age, there just aren't enough hours to do all of the things we need to get done. Between working a full-time job and raising a family, most people just don't have the time to really organize their homes and lives the way they'd really like to. If you're one of those people, then read on, because I have boiled it all down to 3 easy steps.

Before I do that, let me tell you about a new way of organizing your home and life. If you've been putting things off, because you're afraid that being organized will stifle your creativity, then I've got good news for you. This system of organizing entails a new way of looking at the subject of organizing.

You want to work up a system that works with your unique personality and your lifestyle. Sustainable organization is a system that is built around your thought process. If done right, it will energize you, release your creativity, and best of all, it will be something you can work with permanently. Being able to be organized is a very valuable survival skill, so let's get started.

**1. Analyze-** Take stock of your current situation. What's going on? Define who you are at this point in time. Where are you going? What's holding you back? What's important to you? Why? What's not important to you? Why not? What's working? What's not working? What is causing problems? What's the most essential?

**2. Strategize** - Create a plan of action for a physical transformation of your space. Thoughts and actions go hand in hand. If you change one, you can change the other. Therefore, it's best to start with some physical space to organize. You can start with your office desk or a room in your home. If you don't know where to start at home, you can pick a corner and start with just that.

If you're at a loss of where to start, go back to Kindergarten. No really, the Kindergarten Model is the easiest and most effective way to quickly organize any space.

First, divide your room into activity zones. Define your zones. Are they activity zones, supply zones, or storage unit zones? **This will make it super easy to focus on one activity at a time.** The items are stored at the point of use. This makes it easy and fun to put things away, to give them a "home" in a sense.

Next, create a visual menu of everything important, that way you'll have it all at a glance. Map out your space according to your natural habits and preferences. Think about the relationship of one activity to another. For example, most people coming in the front door after work usually have two things to do. Hang the keys, sort mail, and/or bring in grocery bags.

**3. Attack** - Dive right into the clutter. Sort items and then arrange them according to the way you think and live. If you drop your keys and mail on the kitchen table, then maybe a mail sort on the wall by the front door can be much more effective than designating a file cabinet in the back of the home.

The key here is to assign "homes" for items. Also, think about the convenience of where you have assigned "homes". If you or your family have problems accessing certain items, then you're going to have a miserable time keeping organized. Clutter can be a common cause of these kinds of problems, so here is where you have to make decisions on whether or not to keep or toss an item.

One last thing, don't be afraid to use your creativity. Organizing does not have to be boring, unless you make it boring. Get the kids involved, and make it a project for the whole family. The more creativity and play you can put into this, the easier it will get!

## 4 Effectively Easy Ways To Build Your Tax Business

The New Year is here and tax professionals everywhere are feeling the new tax season pressures. If you're interested in growing your business this year, then here are four easy, but potent ways to experience your best tax season ever:

1. **Send Reminders** – don't leave it up to your previous clients to contact you again this year. Reach out to them, by sending out personalized emails that include opt-in abilities for your clients to sign up to an email list. You should already be offering some kind of newsletter or email updates throughout the year. You may also want to consider making use of social media advertisements. This can offer you the opportunity to zero in on a special target market. While not as personal as email, social media advertising can still be an excellent part of an overall marketing campaign.
2. **Ask For Referrals** – Guinness Book World Record holder for #1 Salesman, Joe Girard, states that the average person knows approximately 250 people important enough to invite to their wedding. That would include your most satisfied customers. Send them a quick email, thanking them for their business and asking them to refer anyone who may be in need of your services. Sweeten the deal with some incentives or discounts for referrals.
3. **Be Easy To Find** – make yourself easy to find in the phone book and Internet. Make sure that your company name ranks high in the search engines. Online search engines are one of the first places people and businesses go to find information on products and services they need.
4. **Create A Buzz** – advertise locally and gain attention for your business. Use local yellow pages, news papers and flyers to promote your services. Partner up with other business, so that both you and they can benefit from sending each other customer referrals. For example, a pizza restaurant nearby could send their customers to you and receive a discount off their tax preparation services. In turn, your customers could receive 15% discount off their pizza with the restaurant.

These are just a handful of general tips and ideas that can help you grow your business. Remember, it takes time and consistency, so you'll want to put these into practice on a regular basis. The key here is to cultivate a sense of community and trust with your prospects. This year will definitely be another busy tax season, for both accountants and tax preparers. However, you want to be sure to not let your short-term tasks take over your long-term goals. These long-term goals include not just gaining more clients, but gaining more profitable and loyal clients.

## Four Super Potent Marketing Secrets You Need To Know

Super potent marketing is really no secret, but a lot of businesses miss the simple basics. Then, when their competitors use these “secrets”, they are shocked and wonder what happened. If you are looking to improve your marketing results, then you need to follow these quick & easy guidelines.

1. **Know your consumer.** You just cannot market to a market that you do not know. You have to get to know your market as if it were a person. What motivates that "person" to buy your product? How old is the average person buying from you? What gender are they? Where do they live? What kinds of jobs do they have and what is their income? The more you know about your market, the more you are able to target your message effectively.

2. **You need to have the right timing to market effectively.** You can have a great marketing message, but your market will not be interested if it does not reach them at the right time. Think about certain times of the year that your product or service can be advertised aggressively. Holidays such as Christmas, Fourth of July, and Easter could be exploited to increase revenue for your business.

3. **You have to have the right offer.** In direct response marketing, the experts say that only 20% of your results are based on your creativity. Then, 40% is dependent on your offer, and the last 40% is dependent on your list. With this in mind, you have to test your offers. You have to find the right offer that will beat all your other offers, and then turn around and test it again. You need to TEST, TEST, TEST, TEST, and then TEST again. In addition, after it is all done and over with, you need to start all over again, with your testing. In this way, you will be testing and refining your results for the better on a continual basis.

4. **It is all about your communication and message.** If you know your market well enough, you will be able to use that knowledge to create a message that hits them in the core. Your message will resonate with their hearts. It will address their needs and your service or product will differentiate you from your competitors. Be sure that you stress benefits over features. All too often, advertisers are hung up on the features, and leave prospects wondering what the benefits are. Do not assume that your prospect will already know the benefits. You have to spell them out for the market.

So there you have it. With these simple power-strategies, you will be able to approach your next marketing campaign aggressively. By knowing your market, you will ensure that you reach them at the right time. The right time means that it is the time when they are ready to buy from you. By experimenting with your offers and testing them on a regular basis, you will be able to find the most productive offer.



## 5 Questions to Ask Your CEO about Cybersecurity

Cybersecurity is a system of methods, practices, processes and technologies to protect programs, computers, networks and information from unauthorized use, damage or attacks. Coordinated effort is required in order to ensure cybersecurity. Your organization's ability to deliver business functions and accomplish company mission objectives is becoming more and more dependable on the Internet and information systems. This has resulted in a conglomeration of ever increasing cyber risks that could possibly cause extreme disruption to your business. This disruption could negatively impact your customer data, intellectual property, operational supply chain, and other vital business functions.

### Why You Need To Go Beyond Compliance

Businesses will continue to face a ton of cyber threats, some of which will impact organizations severely enough to require security measures that will reach far beyond compliance. A Ponemon Institute Study (2011) showed that the average compromised record cost approximately \$194/per record. Loss of business due to cyber breaches were estimated to be approximately \$3 million dollars. As you can see, it's important to make sure that the risk of cyber breaches is taken serious. Compliance standards will definitely enable your organization to establish a solid baseline to deal with known risks, but this does nothing to address new and changing threats. Also, more sophisticated threats and vulnerabilities aren't always known or covered in compliance. You need to have a risk-based approach to this, so that your organization will have a more cost-effective and comprehensive management of these risks.

One of the most common problems involving cybersecurity, is the constantly and rapidly changing landscape of security risks. The ever evolving business environment is changing faster than we're able to keep up. The traditional way to approach this problem was to focus the majority of resources on the most important parts and create protection against those threats that are the biggest known. This of course, left some lesser important parts of the system vulnerable. In other words, there were some less dangerous risks that were left unprotected, that could possibly cause lost business and still make life hard. This approach is no longer sufficient in our current day and age.

In order to approach this problem in the best way possible, advisory organizations have been promoting a different approach. The National Institute of Standards and Technology (NIST) and the United States Government have both issued some updated guidelines. ([You can learn more about what NIST's Cybersecurity Framework can do for you here.](#)) While both involve recommendations to business organizations to make a shift towards real-time assessments and continuous monitoring of cyber risks, we're going to cover what Homeland Security has published in a little more detail:

1. How specifically is the executive body of leaders kept up to date on the current level of cyber risks and impact to the business?
2. What currently is the level and impact of cyber risks to the business? What key plans or strategies exist to deal with risks that have been identified?
3. How specifically is our current Cybersecurity program applying industry standards and Best Practices?
4. Throughout the course of a week, how many and what types of incidents are detected within the company? What threshold standard is used to alert the executive body of leaders?
5. Just how thorough is our Cyber Incident Response Plan? How many times a week or a month is it tested?

As you can see, these questions all lead you to a risk-based approach. With this approach, you're not just adhering to compliance standards. You're using a comprehensive approach that leverages best practices and industry standards to identify possible problems, along with processes in place to keep everyone informed. This will enable you to increase the chances of a fast and timely response to any possible cybersecurity threats. It will also increase the chance of a quick and easy recovery, when and if such an event should occur.

Time is crucial in this matter. Early response actions can decrease the amount of negative impact to your organization and even possibly eliminate it altogether. The key to this is planning. This is more than just having a checklist in place and then going down the list, checking off each task. It will involve continuous comprehensive, risk-based preparation in conjunction with your business leadership, public affairs, general counsel, system operators, continuity planners, CEO and your Chief Information Officers.

Resources/References:

<http://whatis.techtarget.com/definition/cybersecurity>

<https://www.csoonline.com/article/3219787/data-protection/achieving-long-term-resilience-with-nist-s-cybersecurity-framework.html>

## **6 Major Benefits of The Digital Workplace That Are Good for Your Business**

People are driving the pace of change in today's business. That's a fact you cannot get away from, no matter who you are. Mobile technology is the key behind the dramatic changes of our everyday lives, including our professional lives. In fact, mobile technology has been the reason the digital workplace exists. What is the digital workplace? Simply put, it is meant to be a virtual equivalent of the traditional, physical work environment. Of course, this requires a tremendous amount of solid planning, strategy, and management.

**So why should you be interested? Here are 6 reasons why:**

### **1. Attracting & Keeping Your Talent**

To secure the best talent for the job, it's a good idea to cater to unconventional work schedules and provide real flexibility. A single mother may be unable to take a job that combines traditional office work with a commute that takes her out of the home for ten hours or more every day. A senior employee in your firm may still want to be part of the in-house office team, but also yearn for a bit more flexibility in being able to work remotely at times.

### **2. Reduction of Employee Attrition**

The potential benefits of implementing the digital workplace into your business can affect your talent pool significantly. Remote work options reduce employee turnover and even sick calls. Employees are less likely to leave if you can accommodate their needs and make their lives easier. Cutting the commute is a major incentive for many and it also saves your employees time and money, reducing commuter train fees, car maintenance costs and meal spending. In today's day and age, it pays to focus on not just your customers, but also your employees. And when you think about it, aren't your employees also as important as your customers and clients?

### **3. Real Estate Savings**

Companies like American Express have saved tens of millions of dollars in real estate costs. While the costs have decreased, worker productivity has increased, due to these changes. Reduced overheads for AC, heating and electricity in remaining offices has also been a benefit of the digital workplace.

### **4. Being Environmentally Friendly & Green**

Another big benefit of implementing the digital workplace is that your business will decrease your carbon footprint and will be much more environmentally friendlier. This is because you are allowing your employees to work from home, at least part of the time. This, of course, drastically reduces gas consumption and decreases greenhouse gas emissions. It essentially reduces the need to commute or travel to meetings in person, cuts down on air pollution, gridlock and decreases risk of traffic accidents.

### **5. Greater Collaboration & Increased Opportunities in Innovation**

Cloud computing allows people to connect, collaborate and innovate like never before. A secure virtual workplace offers a fully customizable environment for employees that's based on precisely what they need, when they need it. Empower people to pick the technology they need to do the best job possible,



through a secure framework that gives them access to personalized productivity apps in the cloud from any device. The best talent across your organization can work together, no matter where they are. In addition, enabling greater collaboration between various levels of employees within your company opens the door for opportunities in product development and open innovation. Even if you already have an R&D department, your entire pool of employees can serve to be part of new and innovative developments within your company through collaboration.

## **6. Boosting Employee Morale**

Studies have found that telecommuters reported higher job satisfaction, lower stress, and higher morale. They also reported a better work-family balance, which is vital for a happy life. Employer's fears that productivity might suffer proved to be groundless, in fact the opposite was true, with telecommuters securing higher performance ratings from supervisors.

### **Exponential Change is Inevitable**

***"30 steps linearly gets you to 30. One, two, three, four, step 30 you're at 30. With exponential growth, it's one, two, four, eight. Step 30, you're at a billion."* - Ray Kurzweil**

While there has been some interest in the digital workplace by thought leaders in various industries, many companies have yet to “see the light”, so to speak. Change is not only inevitable, but change is also changing things fast. In fact, you may be surprised as to how fast. Innovator and author Ray Kurzweil has long predicted that disruption in the business world is happening at an exponential pace.

In order to face and effectively deal with this challenge of exponential change, you cannot afford to keep doing things the same, based on the rate of change your company has experienced in the past. What has worked in the past, may no longer be relevant in the near future. The right resources and tools are necessary to stay connected, mindful and balanced under the overwhelming stress of disruption.

The digital workplace is not a fancy name for old ways of doing and seeing things. And while it does have some huge benefits to your company, employees and the environment, it's about much more than that. It's about how teams are formed and how your talent comes together in order to solve problems. The businesses that will experience success in the future are the ones that empower their talent to be creative and productive wherever they are. Success will be with companies that break down the obstacles and barriers between technologies, workplaces and people.

Investing in digital workplace initiatives will continue to drive business growth. Creating an accessible, inclusive digital workplace is, good for employee well-being, good for the environment, and good for your business. Fujitsu's [Workplace Anywhere](#) allows employees to work securely from any location, at times that suit them best.

### **References/Resources:**

Turn up Hum: Navigating Exponential World

[http://www.huffingtonpost.com/entry/turn-up-the-hum-navigating-in-an-exponential-world\\_us\\_59a76b7ee4b096fd8876c083](http://www.huffingtonpost.com/entry/turn-up-the-hum-navigating-in-an-exponential-world_us_59a76b7ee4b096fd8876c083)

Digital Workplace

<http://www.cmswire.com/cms/social-business/what-a-digital-workplace-is-and-what-it-isnt-027421.php>

Keep up with Millennials

<http://www.tnp.sg/news/business/investment-firms-must-keep-millennials>

## 9 Easy Steps To Create Successful Corporate Presentations

Corporate presentations are a unique form of communication, enabling companies to tell a story about their products or services. Crafting the right message for the right audience is key in any form of communication, but it is especially so with presentations. Although each organization will have a different structure to their communication materials, there are ten basic fundamental steps that corporate presentations take on.

**1. Decide the purpose behind the presentation.** Usually, corporate presentations are designed for internal office use. They can also be used to showcase your achievement at conferences, trade shows, and other events. Who is the presentation for specifically? Does this target audience use a special kind of lingo or jargon that you could use to help communicate your message clearly? What is the goal or the result desired after the presentation is given?

**2. Be specific.** Once you've decided on who your target audience is, you will want to organize your information in clear and concise manner. What kind of message do you want to convey? Are there any specific problems that you want to address and solve? Are there any objections that you foresee?

**3. Select your presentation platform.** There are many different kinds of platforms, including Keynote, Flash, and PowerPoint.

**4. Avoid information overload.** The key is to provide enough information to get the job done, however, you do not want to overload your audience. Too much information can confuse your audience and work against your goal.

**5. Create a storyboard format.** Your message needs to be neatly organized on a storyboard format. Your message should flow from one point to another. The storyboard format helps you to organize your thoughts in a logical fashion. Your presentation needs to have some kind of logical train of thought in order for your audience to understand your message.

**6. Use images and pictures.** As the old adage goes , " A picture is worth a thousand words". Visuals and images can increase the retention rate of your information. With just a glance, your audience is able to quickly absorb the gist of your presentation before you begin speaking. This leaves a lot of room for creativity. You can choose video clips, animated images or a combination to help get your point across.

**7. Make your presentation interactive.** The more you can engage your audience to participate in your presentation, the more likely they are to remember it. Ask for feedback about your presentation and if anyone has any questions. You could also ask leading

questions to draw out any possible concerns or misunderstandings your audience could have.

**8. Include relevant statistics in your presentation.** Real time numbers and figures will make a world of difference with your audience. Numbers add weight and credibility to your information.

**9. For professional corporate presentations, you can seek out a qualified copywriter.** By having a professional design and develop your presentation, you're able to communicate succinctly and clearly.

## Boost Productivity: Know The 5 Crucial Parts of Every Business

A business is a repeatable process/system that:

1. Generates and delivers value in some way
2. That others need/want
3. At a fee/price that others are willing to pay
4. In such a way that it satisfies your client's needs and expectations
5. In order that your business venture generates enough profit/revenue, making it worth your time to continue.

It does not matter if you're on a solo business venture or you're the owner of a multi-billion dollar corporation. If you take any one of these crucial keys out of the equation, you don't have a business. You have something else, but not a business. A venture that is not able to sell the value it creates is a non-profit. A venture that does not deliver what it has advertised/promised is a scam/fraud. A business venture that does not generate value for people is simply a hobby. Business ventures that don't bring in enough money to keep going will end up floating belly up, down the river of memory lane.

At the core of every business are these 5 crucial keys. They are interdependent and each key flows into the next:

1. **Value Creation** – Finding out what people need/want and then designing/creating/generating it.
2. **Marketing**- Attract attention and generate demand for what you've produced.
3. **Sales**- Convert prospects into paying clients/customers.
4. **Value Delivery**- Make good on what you've promised to your customers. Make sure they are satisfied.
5. **Finance**- Bring in enough money to keep the business going, being sure that your efforts worthwhile.

These 5 parts to every business are the foundation of every good business plan/idea. Once you've clearly defined these processes in a business, then you'll have a solid understanding of how the business works. By keeping these principles in mind, you are enabled to to increase your productivity, either as an employee or as a business owner. (Source: The Personal MBA. Master The Art of Business-by Josh Kaufman)

# Can You Spot These Common Types of Loyalty Program Mistakes?

## What You Don't Know Could Cost You!

A recent [Forrester's survey](#) revealed that the majority of marketers are still attempting to fine-tune their programs, in order to engage and build an emotional connection with their valued customers. The fact is that today's shoppers expect and demand much more than ever before. They seek context and relevance just as much as value and quality. Therefore, the quality of your customer's experience will be the key to advocacy, enrichment and retention metrics.

One of the key roadblocks to success involves personalizing your customer experiences, content, and offers, based on consumer behavior. Another key problem involves managing the information correctly coming from multiple data sources. This includes analyzing and understanding the data relevant to your consumer interactions, across all information platforms. So how do you overcome these roadblocks to success and understand the data in a meaningful way. The first step is to become aware of the common types of mistakes that marketers and businesses make.

**Mistake 1: Only thinking in terms of a marketing tactic** – Over the years, the trend has been for strategies to evolve and encompass more than just a quick sale. It is important to recognize that loyalty programs need to be based on an overall strategy, rather than just a marketing tactic. It's also very important to see the big picture and to be able to connect the dots.

**Mistake 2: Over-relying on building loyalty only through transactional tactics** – The problem partly lies with the fact that although marketers are putting loyalty programs to thorough use in order to understand their customers better, they still struggle to connect the dots and put those insights into practical use. How can marketers close this gap of missed opportunity? They can do this by customizing their loyalty programs to their consumer's needs and expectations. In this way, they'll experience consumer loyalty through meeting their expectations.

**Mistake 3: Not Being Accessible During A Shopping Moment** – A shopping moment is defined as the point in place and time where your consumer takes out their cell phone to find something they need right then and there. If you're not taking full advantage of the omni-channel mobile loyalty approach, it could definitely cost you in lost sales, by as much as 10%.

**Mistake 4: Making your consumers carry loyalty cards** – According to a [CodeBroker Mobile Loyalty Survey](#), 43% of shoppers view this as a major pain point. A whopping 71% state that they are much more likely to become a member of a loyalty program that they could access from their smart phone.

**Mistake 5: Making a smart phone app available & thinking this is equal to a solid loyalty program** – It's not enough to have a mobile channel. Which mobile channel are you going to pursue? The answer depends on your consumers and no two are alike. Out of the 1,207 consumers surveyed in the [CodeBroker Mobile Loyalty Survey](#), none of them shared the same exact preferences about how they expected to interact with their loyalty programs.

In fact, here is a list of how their various preferences rated percentage wise:

- Text Messages 34.75%
- Mobile App 18.5%

- Apple Wallet or Android Pay 15.4%
- Other 31.2%

As you can see, the mobile platform has a variety of channels. What works for one shopper will not necessarily work for another. The most efficient way to cater to them is to invite them to enroll and then allow them full freedom to access rewards and cards via their preferred channel.

### **Making It Work Across Many Channels**

According to an [EKN mobile loyalty study](#), more than half of all retailers, about 61%, see the absolute key to success as being the ability to make your loyalty programs work across multiple channels. They view this as being the crucial key to building a comprehensive personalization strategy. By giving your consumers an easy and convenient method to enroll in your program, via their preferred mobile channel, you can acquire new members quickly and easily. You'll also give existing consumers an easy and hassle-free method to convert directly to mobile. By capturing in on each of your member's personally preferred communication method, you are now able to cultivate loyalty in an engaging and effective way.

### **What You Don't Know Could Cost You – Here's How**

When you're using an omni-channel approach, you're offering your consumers multiple sign-up options. This increases the possibility of membership sign ups. By not using an omni-channel approach, you're likely to lose out not just in membership sign ups, but also in lost sales down the road. Remember, what works for one person may not necessarily work for others. You want to capture the highest membership percentage possible and this is only possible by offering the highest number of options. Neglecting one or more mobile channels can definitely cost you in lost revenue. Also, consider that your program will be much more effective, knowing your market's communication preferences. This will increase the chances that you are much more likely to experience long-term engagement with your market, due to communicating with them via their chosen channel. As stated previously, consumers are much more likely to sign up in the first place, if you are using an omni-channel approach. By making sure to deliver up-to-date, valuable, relevant content and learning about your consumer's expectations and needs, it is possible to significantly boost your loyalty program performance.

## **Cannabis Packaging: Attractive, Compliant and Profitable**

Packaging can seriously impact your sales profits, by affecting your consumer's perceptions of your brand. How does this happen? For one thing, the purchase decisions made in-store are made unconsciously. Yes, while traditional packaging methods are betting on your consumer's use of logic, rationality and reason, eye-tracking tests have revealed some surprising findings. These findings indicate that your consumers are making their purchases based on emotion and instinct.

More importantly, the decision to purchase is done subconsciously. This means that the majority of the time, your consumer is not even aware of their decision to buy or not to buy your product. In fact, these decisions are made within three to seven seconds, and based on reactive instinct. Paul Scheele, in his book “Natural Brilliance”, talks about people unconsciously absorbing new skills/abilities directly from books in a method called “implicit learning”. Essentially, the brain is able to pick up billions of bits of information, much faster than we can consciously be aware of. Not only that, but this enables the brain to cause new behavior that is influenced by non-conscious awareness.

### **What does all of this mean?**

It means that your packaging not only needs to look attractive, but it also needs to be functional. Through your packaging, you have the opportunity to communicate with your consumers on a whole-brain basis. You're not just targeting their sense of rationality, logic and reason. You're also communicating with your consumer's subconsciously. (No, you don't have to become a psychologist to use and understand psychological buying principles.)

### **Creating Successful Cannabis Product Packaging:**

You need five key ingredients to cook up attractive, compliant and profitable packaging.

- 1. Attractive Appeal & Attention**— Here you can be as innovative, artistic and creative as you want, within the limits of compliance laws, of course. Create a theme with pictures and colors that take positioning into account. For example, if you want your product to be perceived as jovial and festive, then you'll want to think about using bright colors and images of people laughing or smiling. Your goal is to get your consumers to not only notice your product, but to also trigger positive emotions of trust and loyalty. You want to think outside of the box and see if you can come up with unique and interesting ways to catch attention. Study some of your competitors, especially the ones that are thriving. What kind of packaging are they using? Test out some of their products, and note down your feelings. Look at products that you use and love. What drew you to the packaging? A good example of great product packaging is Magnum Ice Cream. The white chocolate flavor comes in black and gold packaging, radiating emotions of prestige, stability and power – all that from just ice cream.
- 2. Practicality** – Once again, innovation and creativity are key. However you want to also keep in mind that the packaging has to be practical. It needs to be designed around your product. Not only does it need to be attractive and appealing, but it has to be functional as well. To get a better sense of this, think about how eggs come in cartons and not plastic bags. On the other hand, milk can be packaged in plastic or glass bottles without affecting the quality.
- 3. Informational** – Your packaging needs to fully communicate its contents to your market. This means you'll need to include sales copy on the packaging to inform your buyers as to what it is they are purchasing. This can include a list of materials or ingredients, logo, and a short bio of the company. It's really easy to miss this, but it's very important that you let people know



exactly what they are paying for. This helps to avoid confusion, returns and even lost sales. Have you ever had to go through the hassle of returning a product, because the packaging did not adequately (or truthfully) describe what it was you were getting?

4. **Branded** – Most importantly, you want to be consistent with your marketing and branding methods. For example, if Eco-friendliness is part of your brand, why not think about using minimal packaging or even recycled material? If you have a premium brand that is considered luxurious, then why not think about using thank you cards or fancy boxes? If your brand is modern, hip and trip, then think about creating funny product names or atypical packaging. You want your consumers to see your packaging and instantly recognize your product as coming from your brand. Think about the various special edition Coca-Cola cans produced every year, for example. While they all look different, they also all have a consistency that enables you to instantly recognize any of them as coming from the Coca-Cola brand.
5. **Compliant**- Your packaging is regulated by the laws in your state. While every state is different about the requirements for cannabis product packaging, they all have the same goal in mind. This goal is to prevent accidental usage by children or people who are not authorized to use the product. This can be a challenge, as the law wants you to make your packaging as unattractive to children as possible. Therefore, you are a bit limited as to how you can make your designs look, however, this should not stop you from being able to create successful packaging.

A few key points to summarize and keep in mind include talking to retailers about requirements that they may have regarding weight, size and shape. Also, keep in mind that if you're shipping and selling business-to-business, then packaging flair is not as important. However, your packaging must still remain consistent with the price and quality of your brand. For example, you wouldn't wrap a fancy Rolex watch in a brown paper bag, would you?

Another point to keep in mind is that packaging comes in layers. You have the container that protects and houses the product, the outer packaging and the shipping container, also known as the master carton. Your product packaging should consist of:

1. **Product container** – plastic case, cardboard box, bottle, etc.
2. **Outer packaging** – this holds your product and displays information about it.
3. **Inside protective material** – foam, plastic, bubble wrap, etc.
4. **Label Information** – may include logo, sales copy, product name, company name, price, awards, testimonials, ingredients, warnings, UPC code, instructions, etc.
5. **Master carton** – holds and protects quantities of product. Make your packaging easy to transport and carry.
6. **Shipping Information** – printed on shipping container and can be company name, handling instructions, product weight and quantity, etc.

Your packaging should emphasize the benefits of purchasing your brand with images that communicate productivity, a better life, safety, saving of time and money. If you have something unique, then be sure to emphasize that in your packaging design. Don't forget that you can use all five senses in your design. For example, you could have a unique shape that your product comes in. Or you could explore different textures of packaging, such as a rough, felt surface as opposed to a smooth, shiny, and glossy surface. Design your packaging with lighting in mind. Will it be seen in fluorescent or incandescent lighting? Contact packaging vendors and discuss with them your needs and projects. Make a list of packaging requirements and sketch out possible designs that you can now take to various packaging vendors and discuss. You can look in the Yellow Pages for Package Design and Development companies or you can look for vendors on the Packaging Digest website. It's usually best to find one that's local, so you can

meet with someone in person. Not only that, a local packaging company near your product will save you money and time by reducing your shipping costs.

In order to help with planning your packaging, you can use this handy template as a guide:

- **Clearly state your objectives of packaging.** Is it sell, educate or inform?
- **Detail the information and images on the outer package** with logos, awards, benefit bullet points, testimonials, etc.
- **Illustrate the size and shape.** Is it round, flat, square, rectangular?
- **List the materials that will comprise your outer package.** Is it metal, glass, plastic or cardboard?
- **Detail the interior contents.** Aside from the product, is there bubble wrap, or foam to protect it? Is there a user manual? Will you include coupons?

References/Resources:

<http://crativpackaging.com/marijuana-packaging-regulatory-resources/>

<http://www.bladecreativebranding.com/blog/index.php/2014/09/05/design-matters-how-packaging-impacts-your-sales/>

<http://www.packagingdigest.com/segment/design-concepts>

**Natural Brilliance. Overcome Any Challenge At Will.** (Scheele, Paul. Ch. 9, pg 100-107)

**Product Idea to Product Success. A Complete Step-by-Step Guide to Making Money from Your Idea** (Yubas, Matthew. Ch. 16, pg. 197-204)

## **Easy, Fun, and Quick Weight Loss – Is It Possible For You?**

Many people around the globe struggle with weight loss. With all the various types of foods available, it can be very difficult to lose weight and keep in shape. There are thousands of diets on the market, all promising quick weight loss. The truth, however, is that losing weight boils down to restricting your calorie consumption, while increasing your activity.

It takes approximately 3600 calories to make one pound of fat. This means that if you consume 500 calories less per day for an entire week, you'll have lost one pound of fat by the end of those seven days. Researchers in the field have been carefully studying and observing what happens when people restrict their calorie intake to very little for a few days at a time. This is called intermittent calorie restriction.

One such diet, the 5:2 Diet, has one eating normally for five days and then restricting calories for two days. Afterward, the cycle repeats. The reasoning behind this is that there could be some possible health benefits to restricting calories, including life span increase and cognitive enhancements. However, there is still a lot to be discovered and it really isn't known just how much an individual needs to restrict their calories. Also, there is question about the number of days per week that are necessary for the restricted calorie intake, so that one can experience optimal results.

The National Institute on Aging's animal studies, however, has shown that using alternate days for intermittent fasting may be better at increasing cognitive function, as well as muscle mass maintenance. It's interesting to note that animals that were given a more typical reduced-calorie diet were not able to fare as well as those who'd experienced intermittent fasting.

Can you lose weight? Yes, you can, and perhaps intermittent fasting will work for your diet goals. The key to making intermittent fasting work is to make sure that you do not over compensate on the normal days of eating. You also want to be sure to stay active on the days that you do eat a healthy portion of calories. This is to help keep your metabolism going and to prevent it going into “starvation mode”. “Starvation mode” is the phrase given to the process of the human body that holds on to fat cells, because it “thinks” it's going to starve. Short periods of intermittent fasting will not kick your body into this mode, but consistent and habitual starvation will. So please keep that in mind.

How can you make your weight loss journey easier and experience more fun? One of the easiest ways to do that is to have some music and headphones ready whenever you're working out. Get your song list ready and fill up your play list with all of your favorite songs. The songs that get you movin' and groovin' are the ones you want to fill your play list with. Next, join a gym or work out in your home. If you don't want to spend for a gym membership and you don't have any exercise equipment, you can still do quite a bit. Jumping jacks, running in place and push ups are a great way to lose weight, especially if you aim for a high number of repetitions in a short amount of time.

For example, you can do 50 push ups and get a great work out, but if you do 50 push ups in under 2 minutes, you're going to get a cardio work out to go with it. You can also slow down the repetitions to really work up a nice burn in your arms, shoulders and chest. Try doing 50 push ups in a very slow and controlled fashion, where you're spending 120 seconds slowly, on each push up. Fitness author, Tim Ferriss, in his book “4 Hour Body”, talks about the principle of TUT (Time Under Tension). He reveals that there are only a handful of body exercises that account for the majority of weight loss and muscle toning.

Not only that, but it is the way that you work these exercises that account for most of your health and fitness. TUT basically consists of holding the tension for at least 120 seconds with at least 80lbs of weight. The target exercises recruit the most muscle for the movement. So this would include squats, back rows, bench press, back rows and military press. Another key to fast weight loss is to eat mostly fresh fruits, vegetables, and lean meats. Stay away from anything processed and packaged, or at least try to minimize your intake of such foods. A lot of people report that they do get used to the routine and that they are not able to eat as much food as previously, even while on their non-fast day. Healthy weight loss requires time, discipline and strategy, which intermittent fasting can help with.

## **Employee Motivation Memo**

Sample Idea for internal corporate communications

**Purpose:** To boost employee motivation and morale.

Dear Employee Jane,

Wanted to acknowledge you for patiently listening to an angry client today and helping to solve the problem to our client's satisfaction. You went the extra mile and helped save that account. Thank you. Please keep up the good work, Jane! You are a true asset to our company.

Kind regards,  
Happy Supervisor

## How The Art On Your Packaging Impacts Your Product Sales

Your art has less than three seconds to grab your prospect's attention with your packaging. “Pretty” packaging won't cut it and “ugly” packaging can often make or break your sales. So what you need to know is that having the right art on your packaging doesn't have to be rocket science. You don't need to know every thing. You don't need to become Michelangelo or Picasso to understand art. You just need to know a few core concepts that you can take away from this article, right here and now.

Because we're in the ever-changing cannabis industry, product packaging is especially important. There are two major reasons for this.

1. **Cannabis product advertising is severely restricted and limited.** As of now, cannabis products are not routinely advertised on mainstream TV, radio, magazine, and newspaper outlets. Cannabis consumers very often first come to know about products when they are already on the shelf. Essentially, you have not had the opportunity to work on brand image beforehand, like other industries are able to. This is why your packaging has to work extra hard to convince consumers to notice and feel emotionally connected to your product.
2. **Compliance and Child-Resistant Safety mechanisms are a huge issue.** Cannabis packaging compliance laws have been established in order to prevent accidental usage by children and others. These compliance laws are essential to regulating the packaging and labeling of cannabis products. The goal of the law is to make sure that sales are only delivered to authorized individuals. The core of any of the laws, regardless of state, is to make sure that the packaging cannot be easily opened by children and that it also is unattractive to children. Each state is slightly different, with some states, such as Colorado, prohibiting words like “candy” and cartoons on cannabis product packaging.

So how do you make your product packaging unattractive to children, but attractive enough for adults and still profit? Traditional brand packaging design is built on the idea that your consumers make logical, rational and well-informed decisions. For the most part, that is true, but there is also a much more reactive, emotional and instinctive part to your consumers. Eye-tracking studies have revealed that on average, only about seven words are read throughout the course of a single shopping trip. Purchases are made intuitively, based on familiarity of the location, shape, size and color of packaging. Best sellers in packaging appeal to emotion and the reptilian brain, which is the reactive decision-maker. All of this happens in a split second, before your consumer has had a chance to use logic in their purchase decision. So what is the part of the brain that **really** makes the purchasing decision? The subconscious mind is the **real** decision-maker here.

### BioMotive Triggers In Your Art: Cannabis Packing Magic

The subconscious part of the brain reacts to sensory cues by generating certain emotions. These emotions precede any action. There are all kinds of triggers that can motivate your consumers to purchase your product. These primal cues can help you connect your brand with your consumers in such a way, as to produce positive feelings of loyalty and trust towards your brand. If you think about it for a minute, it works the same way for a person who goes on a first date or on a job interview. Don't we put on our best clothes, selecting the right outfit for the right occasion? Don't we pick out certain colors that might enhance our mood or send certain messages to others? For example, colors like black and gold signal prestige, premium quality and service. Yellow can be seen from the furthest distance and signals feelings of caution, alertness and danger. This is why our traffic light has a yellow signal.

Red psychologically triggers passion, enthusiasm, anger, warmth, movement and action. Think about how the idea of a dozen red roses delivered your spouse would signal one thing, as opposed to a dozen white roses delivered to a friend in mourning.

Clothing for people is by principle the same as packaging for products. In fact, clothing, much like packaging, can signal compliance in others. Think about how a man dressed in a luxurious business suit may be treated, as opposed to a man dressed in shorts, t-shirt and flip flops. If both were interviewing for a lifeguard job at the beach, with all qualifications being equal, who do you think would win the job? Now imagine both of these gentlemen interviewed for a job as a bank manager. Which of the two men do you think would be taken serious? You want to “dress up” your product for the right market, or “occasion”.

Instinctive triggers can be designed right into your packaging through what is known as BioMotive Triggers. There are many key combinations that you can think about using in your packaging methods. They are all inter-related and can be boiled down to four major core concepts. Not only will these triggers help you to connect your brand emotionally with your market, but you'll also be able to sell more products.

In order for your brand to be successful, you must have a distinct point of view. Artistically, this needs to be fully expressed in a unique, but clear way. At a glance, your packaging should make it easy for consumers to understand who you are, what you are, and why they should purchase from you. While an image could be worth a thousand words, the right art on your packaging is worth a million sales or more. So you want to be sure that your art work communicates all of the important things at a glance. Remember, you only have three to seven seconds. Of course, you want to be certain that what your packaging represents is something you're going to deliver on, in order to ensure repeat sales. So let's look at the four core principles:

1. **Stand out** – Covering the shelf and having the “loudest” artwork and colors won't cut it. You have to make your brand the signpost to whatever category it is in. A point of orientation is needed, so that you will draw the eyes to your product and communicate the essence of what your brand stands for. One method to stand out is by using pointy, sharp shapes, like cusps. Cusps trigger feelings of alertness, danger, can caution. Another method is to use your art work in a naturally memorable way, by using the golden mean ratio for your proportions. This pattern can be seen all throughout nature, including flowers, movements of the planets, and even in our human psychology. Technologist and innovator, Ray Kurzweil, in his book, “The Age of Spiritual Machines”, states that the the human brain is a pattern-recognition machine. We naturally seek out familiar patterns, inherent in our own nature. By using the patterns of nature to package your cannabis product, you'll be light years ahead.
2. **Be simple** – The most effective designs are simple. In a sea of information noise, consumers are often visually agitated to the point where they have virtually no attention span. Moments of auditory and visual calm magnetically attract consumers, because it is so rare now. You also want to keep psychological triggers in mind with your images. Curves and round shapes communicate softness, femininity, sensuality, and playfulness. Squares and perpendicular lines communicate masculinity, preciseness, sharpness, and stability.
3. **The 21-year-old Test** – This test has been modified and actually comes from what is known as the 5-year-old test. Essentially, if you can accurately describe your brand to a 5-year-old kid, send them into the store, and have the kid return with your product, then you've passed the 5-year-old test. However, since we are dealing with cannabis products, this test has been modified to the 21-year-old test. Essentially, you want to create an iconic connection with your product

through your packaging. The key to this is to have a distinctive look. For example, you could tell a 5-year-old kid to go and get the salt with the girl with an umbrella and a yellow rain coat on it. He or she will bring back Morton Salt. Alternatively, you could instruct him or her to get the blue pack with the black and white cookie on it that has splashed milk on it. He'll bring back Oreos. It's important here not to get confused about whether or not these packages are attractive to children, as we have already covered compliance. However, the point here is to make it memorable, easy to spot and iconic in the minds of consumers, so they'll come back looking for your product week after week.

4. **Trigger strong emotional engagement** – When your brand makes people feel something, they act. Think about this, when someone looks at you, you're going to feel compelled to look back at them, in order to determine if they are a friend or foe. This is a survival instinct we all have. Our brains instinctively look for patterns that signal safety or harm, pain or pleasure. This is the most powerful force in product packaging. Nothing is more important than eye contact. Next time you're at the store, take a look at some of the products and their packaging and see how many images there are of people who aren't making direct eye contact. In fact, it's a good idea to look and study your competitor's packaging, especially the ones that are thriving.

With the above points in mind, it is important to really understand your market and who your consumers are. The cannabis industry is huge, with many smaller industries within it. There are also different categories of cannabis consumers with different preferences, needs and spending patterns. Art work that may work in one category may not work in another. In addition, you've got to deal with compliance laws, when making sure to profit. That's not always going to be easy. However, the key is to study, learn and draw from multiple disciplines across all major sectors of the industry. In fact, it's a good idea to draw from a latticework of mental models, derived from all major disciplines. In this way, you'll be able to harness the natural pattern-recognition tendency of your consumers to create and design the most stunning and profitable art for your cannabis packaging products.

Resources/References:

<https://www.forbes.com/sites/onmarketing/2014/07/23/the-five-things-product-packaging-must-do/#25cc1a9e3ac4>

<https://cannabisregulatorysolutions.com/marijuana-packaging-labeling-training/>

<http://www.packagingdigest.com/segment/design-concepts>

<http://www.adweek.com/brand-marketing/how-package-designers-use-science-influence-your-subconscious-mind-158319/>

<https://medium.com/greater-than/five-rules-for-tasty-package-design-16351609ef8e>

<http://www.libertypackaging.com/blog/bid/50849/why-good-packaging-matters>

<https://www.brandpackaging.com/articles/84432-if-the-consumer-isnt-happy-with-packaging-nobodys-happy>



<https://www.forbes.com/sites/onmarketing/2014/07/23/the-five-things-product-packaging-must-do/#25cc1a9e3ac4>

**“Latticework. The Last Liberal Art”** Ch. 1 A Latticework of Mental Models. pg. 17-33 – Robert Hagstrom

## **How Your Loyalty Cards Program Could Cost You In Lost Profits**

Shoppers have many choices in today's day and age. They have come to expect it and that means their loyalty to your brand depends on it. This article will not focus so much on the businesses that sponsor these programs, like restaurants, airlines, grocery stores, and other chain stores. Instead, the focus is on the method that makes your consumers jump through hurdles in order to sign on to your loyalty to program.

Your loyalty program needs to cater to your consumers and what works best for them. This includes email, text, desktop, social media and mobile apps at point of sale (POS). Your market craves digital flexibility that adheres to best practices. In recent times, there has been a huge surge in the demand for customer loyalty programs that are mobile-based. The effectiveness of this is also profound, as statistics reveal sales being influenced by approximately 50%. Of course, Millennials are leading the way, with 70% making purchases online once a month or more. Another 33% of Millennials will make their purchases directly from their phones.

### **Glitches With The Glamour – The Biggest Hassle: Carrying the Cards**

As with all technological advances, there are still a lot of challenges and set backs to work through. Not all of the loyalty card programs are convenient to use for the consumers. The recent CodeBroker Mobile Loyalty Study conducted research on 1,207 U.S., shoppers. They came from all income levels and all age groups. About 43% of them said that the biggest hassle was having to carry the cards and retrieve them at POS.

### **Mobile-Based Loyalty: Here's Where It Gets Real Interesting!**

Why are mobile-based loyalty programs so important? Approximately 70% of consumers stated that they would love to use a mobile-based loyalty card if they did not have to download any apps or log into a website to use it. They stated that they would be more likely to actually use the loyalty program on a regular basis, if they were able to have easy, no hassle access to the loyalty cards and rewards.

A fast-food chain in the state of California has discovered that a small 18% of their loyalty cards had even been activated for use in the last six months. Going further, a whopping 44% of these cards were entirely unused for the entire duration of card issuance. Consumers crave information more than anything. They research and want to engage on their terms. Delivery of that increases your bottomline. Failing to deliver can cost you dearly. You want as many legs to stand on, when it comes to loyalty. This includes using all channels, both physical and digital, to create, develop and further loyalty from your market. This is known as omnichannel loyalty and is all about catering to your buyers via email, text, phone apps, social media, or desktop at POS.

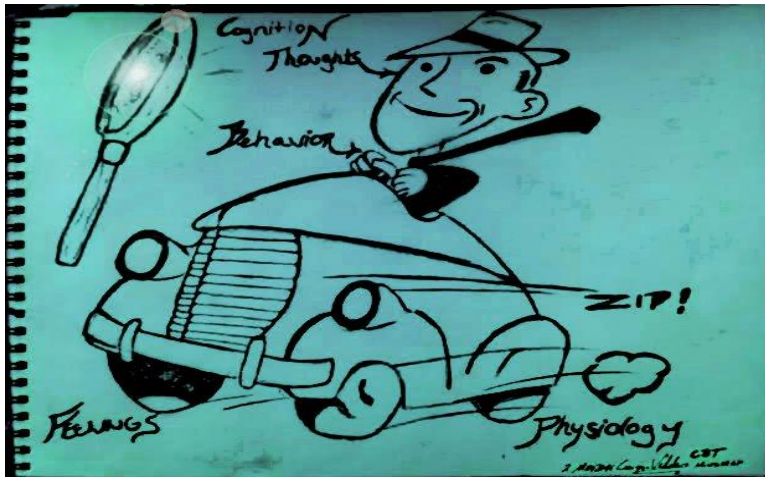
### **OmniChannel-Related Loyalty – Ranked #1 in Retail!**

EKN reports that omnichannel-related loyalty is the number one method to boost loyalty and consumer engagement. Based on their experience, more than half of retailers believe that it is imperative to make their loyalty programs accessible and easy to use across all platforms. Further, research has revealed that your consumers want to be part of loyalty programs that manage and track their credits and points. They also want to be able to experience the benefits of incentive offers directly from their phone. The old days of carrying a loyalty card around and remembering to bring it when in-store are gone for good. Cards are left behind at home or in the glovebox of the car.

Your market is not able to track their purchases and the traditional loyalty card programs usually don't include any access to relevant analytics. Another thing to consider is that 94% of retailers state that their in-store digital capabilities are just as important for their shoppers as they are for store operations. This brings it back home to making your loyalty program versatile. Easy omnichannel accessibility in your loyalty program is just as important as identifying and leveraging new opportunities existing in your loyalty program, as well as CRM and POS. Successful and profitable loyalty programs must create a win-win for both consumers and companies. This includes making a full commitment to mobile-based, hassle-free access to your loyalty programs.

# Mind Control Decoded: 4 Steps To Empowerment & Freedom

by Enigma Valdez



Every major institution including religious, educational, commercial and political institutions have the cult phenomenon of the cult mentality.

When most people think of cults, they may automatically think of some kind of religious sect that wears funny clothes and tries to recruit members of the public.

Jim Jones' The People's Temple or David Koresh's Branch Davidians are prime examples of cults. But cults can also be

found in the business world, ranging from sketchy pyramid schemes to outright retirement savings crushing multi-level marketing cults.

Let's not forget educational cults that promise you the moon and stars, getting you into a peak state at expensive seminars, only to tell you that you need to purchase yet another seminar, coaching program, or software program. Then we have political cults that destroy thousands if not millions of lives. One example of a political cult is Nazism and we all know the results of that one.

Manipulation is at the heart of the cult mentality. If you're not dodging religious cults, politically crazed organizations and shady business pyramid schemes, then you're still being bombarded by marketers and advertisers who feed on your deepest psychological triggers to brainwash you into buying yet another one of those tasty but heart-attack inducing hamburgers or yet another useless trinket that will inevitably find itself into your storage shed. So what can you do to protect yourself ?

## What Really Is Mind Control?

Mind control is a composite set of techniques that influence your thinking, feeling, and behavior. Mind control is neither good or bad. It is like electricity. With electricity, a meal can be cook to sustain the life of a man or it can be used to electrocute and kill a man. The responsibility to understand and use it properly rests with each of us.

Negative use of mind control includes manipulating others against their will, or attempting to override their own free will of choice. Not only is this evident in major institutions, but also in families and personal relationships. Positive use of mind control is all about having the locus of control with the individual. You are the one controlling your own mind, according to your own purpose. Now that we've covered some major ground, are you ready to crack the code of mind control?

## Mind Control Decoded In 4 Easy Steps

Most people don't really stand a chance when it comes to nefarious efforts of cults, manipulators, narcissistic personalities, and toxic people. But it doesn't have to be that way for you. There are 4 basic elements to mind control. Cult mentality targets:

- 1. Your Thinking**
- 2. Your Feelings**
- 3. Your Behavior**
- 4. Your Physiology**

And guess what? Because of the way we are wired as human beings, if you change one of those, you affect a change in the other three. For example, if you are able to change the behavior of a person, you can change their thinking. If you are able to induce certain emotional states in a person, you can change their thinking and behavior, as well as their physiology.

An example of this is seen in some cults that use peak experiences at meetings, seminars and church revivals. Your emotions are manipulated. You may feel “high” or overwhelmingly excited. Or FOGS (Fear Obligation Guilt & Shame) may be used to cause cognitive dissonance or confusion within you. This is seen in doomsday cults that use fear to keep members in control. Unethical advertisers may use fear of losing something precious in their advertisements to brainwash you into buying their products and services. Individuals in personal relationships may use obligation or shame to control your emotions.

### **Turn It Around For The Good**

Now that you know a little about the core patterns of mind control, you can use that knowledge to turn it around for the good. As stated previously, mind control in of itself is not good or bad. Its the person who's intention is either good or bad that makes it so. You can use mind control on yourself to change your habits and behaviors, and thereby your thinking. Some areas in life that personal self-mind control can be useful are:

1. Weight loss
2. Stopping smoking
3. Career enhancement
4. Financial boost
5. Depression relief
6. Anxiety relief
7. Trauma recovery
8. Increasing work productivity
9. Memory boosting
10. Creativity enhancement
11. Relationship enhancement
12. Communication
13. Writing
14. Learning to play an instrument
15. Increasing the overall quality of your life

This list is by no means exhaustive, and I'm sure that if you think over this a little, you'll come up with your own unique ways to use the information provided here.

### **Cognitive Behavior Therapy (CBT): A Form Of Positive Mind Control**

CBT is a very simple, but yet powerful form of positive mind control that enables you to reclaim your own power over yourself. In an upcoming article, I'll detail the simple 7 steps you can take to help

process and work through any negative emotion that may come up during the day. With these 7 steps, you will effectively chip away at those negative emotions that surface during the day. Let's face it, we all feel bad at one point or other, especially when there is stress coming from everyday things like work, raising a family, paying bills, and so forth. Hopefully, this article and the information contained here will be of use for you. Thanks for reading and stay tuned for a future upcoming article about this topic.

**Combatting Cult Mind Control: The #1 Best-selling Guide to Protection, Rescue, and Recovery from Destructive Cults. By Steven Hassan**

**Mind Control: The Ancient Art of Psychological Warfare. By H. H. Lung**

**Mind Penetration: The Ancient Art of Mental Mastery. By H.H. Lung**

**Mind Programming: From Persuasion and Brainwashing, to Self-Help and Practical Metaphysics. By Eldon Taylor**

## Psychology Series 101: Inviting The King Into Our Lives: Decoding The Masculine Psyche

Our modern cultural programming often is at odds with what is healthy and balanced. Men are considered "weak" or "sissy" if they display any other emotion other than anger or violence. Young boys at school are often severely ridiculed and even mobbed for expressing anything other than the brute stereotype of masculinity.

As a result, a lot of men end up being confused about what it means to be a man and expressing their masculinity in a healthy way. Religious conditioning doesn't seem to help the problem, as many of today's religions are patriarchal. The key is to separate external cultural, religious, and social programming from the true inner masculine archetype, nature's blueprint.

### 4 Key Aspects Of The Male Psyche

There are four fundamental aspects of healthy masculinity. The key is to balance these in a healthy way, which the King integrates.

**1. Lover** - this is the sensual and romantic part of you. Writing love songs, poems, cooking dinner for your girlfriend or spouse. This is the part of you that enjoys what the senses have to offer. It is the fire of passion burning inside. It is the man who knows how to please his woman. The Lover within you is fully expressing when you find yourself enjoying the pump you get from lifting weights or running that last mile. It is the part of you that sees women as equals. The Lover within you is filled with joy and playfulness. The shadow aspect of The Lover is the coward or childish jerk who stops at nothing to get his way, even if it means stepping on others. It is the man who believes that women are to be submissive to him, because he is a male.

**2. Warrior** - this is the fiery energy of endurance, strength, and will. The Warrior enables you to be a protector of yourself and your loved ones. It is the energy that enables you to stay on a healthy diet, because you want to live long enough see your kids graduate college and get married. The Warrior within you is that "second wind" that just won't quit. You've been working a full day's work, and you're coming home exhausted. Your daughter wants to tell you about the spelling bee award she's won at school. The Warrior enables you to muster the strength to share in her joy and achievements.

The Warrior enables you to face those things that you fear the most with maximum efficiency. Crying is an example. It is a physiologic need that every human has, male or female. Unfortunately, in many cultures, a man is not "supposed" to cry. This has turned many a man into an emotional cripple, unable to fully express healthy emotions. Is it any wonder that men on average die sooner than their female spouse? The shadow aspect of The Warrior is the bully that enjoys hurting others for pure sport.

**3. Magician** - the magician is adept at knowledge, writing, science and art. The Magician inside of you enables you to use your power of creativity to invent and discover new and improved ways of doing things. It is the part of you that keeps you balanced in times of stress and chaos. The Magician is the psychotherapist of the King. The shadow aspect of The Magician is the conman,

the trickster, the scammer who sees no problem ripping off the vulnerable. It is the aspect that manipulates and coerces others into doing things they don't really want to.

**4. King-** the King integrates all of the above into himself in a balanced way. The symbolizes fertility, abundance, wealth, and empowerment. Empowerment for self as well as empowering all of those in his circle of influence. He is the initiator. The shadow aspect of The King is the control freak, the tyrant who thinks only he can do the best job. It is the type A personality that only has 2 dimensions to life; either dominate or be dominated, conquer or be conquered.

### **The Promise of The Very Best That The Male Gender Has To Offer**

Empowering yourself and empowering all those around you is really what the King within represents. It is about getting your way in a gentle, assertive way that respects the free will of others. Resolving conflicts assertively, not aggressively. It is riding the balance between firmness and compassion, and being able to set healthy boundaries with other people, places, and things.

This includes being able to set those same boundaries with yourself in all areas of your life. Are you setting those boundaries with yourself when it comes to what you put into your mouth? Are you setting boundaries with yourself when it comes to what you spend money on? What about the amount of computer or TV usage? Your inner King enables you to probe yourself with the important questions you need to answer for yourself.

Tapping into your inner King also involves having the courage to face both outer "dragons" as well as your inner "dragons"; those parts of of you that are split off and need to be integrated. Sun Tzu in the "Art Of War" says that the most important battle is between your ears. Any time you feel frustration, anxiety, fear, anger or self-doubt, you can tap into the King within for help.

So what is the promise of the very best that the male gender and the mature masculine has to offer? It's about having insight into what it is to be a real man, naturally. It involves distinguishing aspects of masculinity from your background of existence. Once you've distinguished these, you get some power over these aspects, empowering you to change, grow and improve yourself.

The goal ultimately is not to be King and rule over others, but rather to become a "Generative Man". It's about accessing the King energy, inspiring and empowering those around you, while using the destructive shadow (split off parts) of the King to aid those who need help the most, starting with yourself.





(Please note this is a mock-up sample)

Dear Friend,

On a warm, summer afternoon, twenty years ago, two young college students graduated from the same college. They both were very much alike, being best friends.

Both of them excelled academically, both were popular and both – as all young graduates are – were ready to make their dreams come true.

Just recently, these two met up for their 20<sup>th</sup> reunion. They were both very much alike, even after all these years.

Both had found the love of their life and were happily married. Both had two kids. And both, as it turns out, had gone to work for the same IT company after graduation.

But there was a crucial difference. One of these men was still paying off student loan debts. The other was completely debt-free and enjoys a financially independent life.

### **What Makes This Crucial Difference?**

Have you ever wondered, as I have, what really makes this kind of difference in our lives? It's not always talent that gets people to this point. Nor are special intelligence or dedication a guarantee.

The difference is in what you know, the tools you have access to and how you make use of those two things.

And that is why I am writing to you today about StudentLoanHero.com. The whole purpose of StudentLoanHero.com is to empower you with easy-to-use tools that help you to take control of your student loans and financial life. And it's so darn easy to use. You just....

### **Sync, Organize & Understand**

StudentLoanHero.com is a unique service that offers personalized repayment plans, loan consolidation under one roof, and loan calculators, to help you figure out your best plan of attack. **Why struggle through the confusion and haze, when you can take care of this as easy as 1 – 2 – 3?!**

Each day, StudentLoanHero.com is helping 150,000+ borrowers manage and eliminate debt. Each day, hundreds of thousands of people just like you are saving thousands of dollars and hundreds of hours with StudentLoanHero.com.

## **Financial Knowledge Is Power**

Right now, you could save \$21,810 on your student loans. We'll help you. It's absolutely 100% FREE! We'll even send you a cheat sheet that can help you save money, understand your loans, and sleep better at night.

## **Sign Up Free!**

This is not just about paying off student loan debt. It's about financial empowerment to our community. That's why we offer a rich body of information and resources on personal finance, beyond just your student loans. This is because a healthy, financially free life requires the ability to see the interdependent parts between all of your financial dealings.

Go ahead and put our statements to the test and sign up on [StudentLoanHero.com](http://StudentLoanHero.com) for FREE!

About those two mates from college, I mentioned at the start. They both graduated from the same college together and they both started in the work world together. So what made the difference in their lives?

Knowledge. Useful financial knowledge and the right tools to apply that knowledge.

## **An Investment In Your Future Financial Success**

I cannot guarantee you that you'll instantly be debt free once you sign on with [StudentLoanHero.com](http://StudentLoanHero.com). But I can guarantee that you will find [StudentLoanHero.com](http://StudentLoanHero.com) extremely useful, easy-to-use, and a time & money saver.

Sincerely Yours,  
Andy Josuweit  
CEO of [StudentLoanHero.com](http://StudentLoanHero.com)

P.S. **YOU COULD SAVE \$21,810 ON YOUR LOANS — 100% free**  
Don't Believe Us? Let Us Prove it to You. Get our Free Cheatsheet Today.