

“THE TRUTH” NEWSLETTER

(CAN YOU HANDLE THE TRUTH?)



October 2018

Working Together

Have you heard the saying: “Two heads are better than one”? I truly believe it. When you collaborate, you can combine the strengths and weaknesses while creating something good.

Before you can collaborate, you have to network with people who are like minded. Not necessarily with the same ideas, but with the desire to change and grow.

I challenge you today to make it a point to meet at least one new person a week. You will be amazed at the discoveries you will find. Those discoveries will get your creative juices to flowing and then you will see the possibilities are endless.

I stepped out of my comfort zone and now I am producing my first comedy tour. I have completed two shows thus far and have met some wonderful people in the process and now we are finding ways to work together in the near future and more shows are being added with Gadsden being the next stop.

The Truth

HOW TO GROW YOUR NETWORK WHEN YOU HATE NETWORKING

1. Create something to draw people to you
2. Help people already in your network
3. Surround yourself with great networkers
4. Do a lot of things
5. Expand your network beyond your niche
6. Have something to talk about
7. Quality matters more than quantity
8. Interview people to meet them
9. People don't have to know you to be in your network

It is your network. It can include anybody you want.

Click title above to read the entire article

Personal Rebranding: How to be Seen Differently

There is always a lot of buzz about personal branding, and a lot of the focus is on consistency.

- **FOCUS ON THE AREA THAT POSITIONS YOU IN THE BEST LIGHT**
- **FOCUS ON WHERE YOU WANT TO GO, NOT WHAT YOU'VE BEEN DOING**
- **EXPAND YOUR NETWORK TO BROADEN YOUR BRAND**

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CONTACT US

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FINANCIAL UPDATE

[Thinking about Retiring: 8 Steps to Take Right Now](#)

- 1. Decide where you want to live**
Find a location that supports your lifestyle.
- 2. Practice retirement now**
Retirement reduces your social network.
- 3. Retire your debt**
Retiring your debt will make it easier to manage variable cost.
- 4. Reconsider your risk profile**
Change your investment strategy as you get closer to retirement.
- 5. Think about health care**
Health care becomes more critical as we age.
- 6. Make a budget**
How much will you need to support the lifestyle you want?
- 7. Apply for Social Security ahead of time**
You should apply at least three months before you want benefits to start.
- 8. Consider rolling over your 401(k)**
Consider your age when you are thinking about moving retirement money around.

"I always wanted to be somebody, but now I realize I should've been more specific"

-Lily Tomlin

JOKE OF THE MONTH

Q: Why did the marketing couple decide not to get married?

A: Because they weren't on the same landing page.

[Hubspot.com](#)

Books for Branding & Networking

Brand Thinking by Debbie Millman

How to Style Your Brand by Fiona Humberstone

The 7 Habits of Highly Effective People by Stephen Covey

Think and Grow Rich by Napoleon Hill

Carla "The Truth" Youngblood
"The Truth" about Breast Cancer comedy tour
November 4th 2018
Pitman Theatre
629 Broad Street
Gadsden, AL 35901
Doors open at 3:00pm
Show starts at 4:00pm
Tickets: \$15
BYOB
Featuring
Michael Slatham
Comedian
Fee-Fee Redmon
Musical Guest
A portion of the ticket sales will be donated for breast cancer research.
gadsdenbc comedy@eventbrite.com