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Your Business Matters

November 2021

Thanksgiving Tradition

A Time for Family

November has officially arrived and with it comes my absolute favorite holiday. Thanksgiving has always had a special place in my heart. There are so many reasons that set this holiday above the rest: great food and reflections along with the main focus being on family.

I've been blessed to have a fantastic family and a truly loving wife. Both of my daughters are grown and have left the nest, so Thanksgiving means a little more these days. My eldest daughter is still in Florida but has found her home a couple of hundred miles south in Fort Lauderdale. My youngest is doing her residency in Houston. We were worried that she wouldn't be able to get the time off for the holiday, but thankfully, she did. Both of my children have proven to be responsible and successful adults — and I couldn't be more grateful.

Thanksgiving feels different than the other holidays that come around this time of year. While Christmas shares the theme of togetherness with Thanksgiving, it is also centered around gift-giving. Thanksgiving removes the stress of picking the right gift and focuses solely on the family aspect. It's simply a perfect day to spend with your loved ones.



Of course, our family has its fair share of Thanksgiving traditions. We like to rotate between two different Thanksgiving dinner options. Some years, we will have the traditional Thanksgiving feast that includes turkey, sweet potatoes, and all the other classics. Other times, we venture away from home and go out to the Rosen Hotel for their buffet. This gourmet buffet has everything you could ask for, including turkey, roast beef, multiple salads, and so much more. We usually have to make our reservations way in advance because it's such a popular destination. It's definitely worth it simply to escape the hassle of cooking and cleaning.

My family also likes to watch our first Christmas movie of the year during Thanksgiving night. "How the Grinch Stole Christmas," "The Family Man," and "Christmas Vacation" are some of our favorites, but nothing tops "Christmas With the Kranks" for me. We saw "Christmas With the Kranks" for the first time at Universal Studios the Friday after Thanksgiving. I found it absolutely hilarious then and still do to this day.

Regardless of what movie we watch, I find that sitting on the couch and watching a movie with one daughter on each side of me is the ultimate simple pleasure. It just feels great to have them around and everyone is usually having a good time.

When I reflect on Thanksgiving, it reminds me of all of the things for which I'm most thankful. My family is at the forefront, but I've also been blessed with my health, a roof over my head, and a career that I truly love.

In our fast-paced lives, we rarely have time to sit down and think about the things that truly matter to us. As you sit down to enjoy your meal this Thanksgiving, be sure to reflect on the many gifts and blessings you have received in your life.

-Ed Alexander



Make More Money

With This Simple Sales Formula

Wouldn't it be nice if your business came with an instruction manual? It would include how-tos about hiring and customer retention, and the sales chapter would provide surefire tactics to target the best customers for your business. Too bad something like that doesn't exist — or does it?



While there may not be a one-size-fits-all manual, there is a guaranteed sales formula designed to help business leaders close more deals and create meaningful relationships with the *right* customers.

The concept is simple: **New leads + a nurture campaign + educational materials = more sales, more people helped, and more money in your pocket**.

Find New Leads

You have to start somewhere, and new leads are just the place. However, you have to find the right leads. If your demographic targets older adults in need of estate care, a 30-year-old newlywed isn't the one to pursue. Find the hot leads and move forward with those leads in mind.

Nurture Leads

It takes more than a dozen touches to actually convince someone to buy into your product or service, yet many businesses give up after only a few connections with their leads. Target your new leads with emails, social media, direct mail campaigns, and other marketing endeavors that let them know you haven't forgotten about their needs. They may not be ready to buy, and they may keep you on the line for a long time. But persistence will almost always pay off in the end — especially when you pair it with the last element of the formula.

Educate Leads

It's one thing to make your leads feel special, but you also have to remind them why your product or service has value. In the above estate care example, can you answer the question as to why older adults need estate plans, regardless of their wealth? (Answer: Because it protects their families and legacy.) Or, can you answer the top questions people have about estate planning? (Is it difficult? Is it expensive? Will I have to update it?) To convince customers of your value, you have to convince them of your expertise!

Tie It Together: Diversification

Finding new leads, nurturing those leads, and educating them — it all boils down to a multipronged approach. You cannot rely on social media to find and develop your leads alone. You need to communicate with your consumers on multiple levels, hitting on the key ways people consume media. Some potential customers may grow into loyal fans via your podcasts or weekly email messages. Others prefer the intimacy and nurture of a direct mail campaign and special offers provided via text. However you choose to do it, diversify the formula across several communication channels.

When you introduce new potential customers to a diverse range of nurture and education campaigns, you create a winning equation that cannot be beat. It doesn't take a math genius to work out just how powerful this formula can be.

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HAVE A *Laugh*





Was Alexander the Great Buried ... Alive?!

Alexander the Great is most known for his hard-fought capture of land all across the globe after succeeding his father on Greece's throne at just 20 years old. Today, the facts of his premature death are starting to piece together a curious puzzle for historians, because some now believe Alexander was buried alive.

After 12 days of abdominal pain that led to a fever and paralysis, ancient Greek doctors couldn't detect a breath from Alexander, and he was declared dead. His body was prepared for the afterlife, but he didn't show signs of decomposition for six days. This only fed the belief that Alexander — like other rulers of his time — was part god.

Dr. Katherine Hall of the University of Otago, New Zealand, believes this suggests Alexander wasn't yet dead. In fact, he may have been suffering from a rare bacterial infection that attacks the nervous system and leads to paralysis, which could result in the lack of breath.

This is still a theory, so while we may not know exactly how Alexander died, some of the final pieces of the puzzle may fall into (an eerie) place.

Genetic Testing's Unintended Benefits

If you lived in California in the 1970s and 1980s, Joseph James DeAngelo was likely the boogeyman you feared most. While his name was unknown to investigators then, DeAngelo murdered and raped victims for decades as the elusive Golden State Killer.

However, this monster in a man's 70-year-old body would have never been discovered and arrested if not for the work of DNA-testing websites. While it was the GEDmatch website that helped investigators eventually nab DeAngelo, the science and popularity of 23andMe initially made this form of police work a viable reality. And some of the credit has to go to Linda Avey and Anne Wojcicki for kick-starting this movement with 23andMe in 2006. As Avey explains on the 23andMe website, the company was founded to provide individuals with a greater understanding of their genetic makeup and "accelerating research in the field of genetics."



In 2008, Time magazine named 23andMe's genetic testing as its "Invention of the Year," citing that accessibility to one's genome and medical history through DNA was previously an elite offering only for the rich. Today, users of Avey and Wojcicki's product spend anywhere from $100–$200 on each kit and lifetime results.

Many companies have mimicked 23andMe's model, including its use of autosomal DNA testing, but 23andMe pioneered this type of product first. This form of testing links those who share maternal and paternal DNA with everyone in the testing group. It's why 23andMe can offer its users answers about where their families originated and find patterns in genetic coding.

For years, many were skeptical about this company. For starters, people worried about how their DNA would be used or shared, while the Food and Drug Administration had concerns over the health testing portions of the kit. However, throughout its existence, 23andMe has updated its privacy and now meets FDA requirements. More importantly — in some cases — it now allows everyday citizens to help police officers provide closure to families looking for answers in cold cases.

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3 Goals Every Entrepreneur Needs in 2022

By now, you should have an idea of what you want your business to achieve in 2022, but have you considered how *you* will grow during that year — and the impact that could have on your business? Often, entrepreneurs and business leaders take on the identity of their companies, but in order to personally thrive and see their companies take off, they have to grow right alongside it.

To do so, consider these goals all entrepreneurs must focus on at some point in their careers.



Goal No. 1: Get a Life
You are more than the company you started. Plus, having hobbies or personal interests outside of your work can help you excel in work. It allows your brain to grow in new ways, sparking fresh ideas and perspectives. Consider activities that you're interested in learning more about — like painting, podcasting, reading, or running — and get started. Maybe you'll fail, but just keep trying! You may find a new activity that brings you the joy you need.

Goal No. 2: Save More
Many of the dimes you earn as a business owner go back into the company, but don't forget to consider your future. Is your retirement plan in order? Do you have a plan should your company need to close? Will your family be secure? Consider these questions and hire a trusted financial advisor who can help you find personal investment success.

Goal No. 3: Meet New People
Becoming inundated by daily, menial tasks can make us miss opportunities. This is where meeting new people can be so valuable! By doing so, you create a network of people who have different experiences than your own. They can help you see beyond your biases and discover a new path. Who knows? You just might find the next great venture for your company!

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