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LINKS YOU CAN USE NOW



This Month –Goal Setting

Goal setting is essential for success. Get tips for creating a clear direction of where you want to go in life and tools to get there.

Powerful Goal-Setting Tips for Creating Your Extraordinary Life

Bestselling author Jack Canfield explains how to find your true purpose and create joy by setting clear goals. More:

<https://tinyurl.com/links08211>

Goal Setting: 20 Templates and Worksheets for Achieving Goals

Goal setting is easy with these hand-selected tools. More:

<https://tinyurl.com/links08212>

7 Best Goal Tracking Apps to Help You Reach Your Goals

There's an app for everything these days, and goal setting is no exception. More: <https://tinyurl.com/links08213>

How to Set Goals

Take the daily steps necessary to work toward goals with a more creative visual approach. More:

<https://tinyurl.com/links08214>

Tips to Help You Set and Reach Your Goals

The counterintuitive advice in this TED Talk collection will help you set and achieve your goals. More:

<https://tinyurl.com/links08215>

Here Are 3 Reasons to Consider Starting a Podcast

You've probably listened to a podcast and perhaps even wondered if launching one might help you start a new business or support an existing one. But is it worth the time and effort? The answer: it depends on your individual circumstances, including the type of business. But here are three reasons you might consider starting a podcast.

1. It doesn't cost a lot to start. While you may think podcast equipment costs thousands of dollars, it has become less and less expensive as podcasts have become more popular. It's feasible to start with under \$100 of equipment, assuming you have a computer with an Internet connection. You'll just need a microphone, a headset and a pop filter, which can be purchased alone or in combination.

2. It will help you build a following. When you launch a podcast, you gradually build an audience. And as the popularity of that podcast grows, so too does the size of that audience. If your business is the podcast, that's reason enough to start a podcast. And if you're using the podcast to support another business, that audience could be converted to paying customers.

3. You can make money. Sharing helpful advice on a specific topic you know a lot about helps position you as an authority in your industry, and that leads to revenue opportunities such as collaborations, selling ads and sponsorships. But more importantly, if you sell products or services separate from your podcast, your podcast becomes a new sales channel for you. At the same time, your podcast is a great way to attract customers. Podcast listeners tend to become raving fans of the podcasts they love, and a raving fan of your podcast can easily become a raving customer of your business.

How to Win Big in Today's Economy

The altered economic landscape presents innovative and nimble businesses with opportunities to thrive.

Find out how by requesting my free report "How to Win Big in Today's Economy."

Just reply to my email at info@g3cpa.com or call 856-727-0100 and I'll send it right out to you.



GOLD GERSTEIN GROUP LLC

Certified Public Accountants and Consultants

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Do You Know What Your Headshot Says about You?

Many of us don't look forward to getting our photograph taken. But a professional headshot is critical to conveying that you're a competent professional who can be trusted, which is critical to achieving success in the business world. Simply put, your photo has an impact on the connection you make with your prospects and clients. So here are three reasons to get the best possible headshot you can afford.

- 1. It communicates trustworthiness.** According to a study in the *Personality and Social Psychology Bulletin*, happier-looking faces are viewed as more trustworthy, and angrier-looking faces are viewed as less trustworthy. So if you want to be perceived as trustworthy, get a headshot taken with a smile on your face.
- 2. It communicates likability.** According to a study of 800 profile photos in the Photofeeler database, the most impactful characteristic is a particular kind of smile. When teeth are shown, the perception of likability, competence and influence increases significantly.
- 3. It communicates influence.** Whatever business you're in, you want to be seen as someone whose ideas matter. A headshot can help you achieve that. In fact, the factor that has the biggest impact on influence is professional clothing. So don't skip the formality when you have a headshot taken: make a good first impression by starting with a professional outfit (one that is appropriate for your industry, of course; an investment banker may dress differently from a graphic designer).

Are you ready to prepare for your headshot session? First, don't opt for a selfie. Select a photographer with a good track record. Second, do some research on colleagues and competitors so you have some ideas to show your photographer. Third, when it comes time for the photo shoot, make an appointment with a hairstylist (and a makeup artist, if appropriate) and choose an outfit that makes you feel confident and professional but works for your industry.

Finally, try some different shots, such as looking at and away from the camera and sitting, standing and moving. Your photographer should guide you through poses that are flattering, but in case he or she doesn't, you can think in terms of angles too.

Contact me today:

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Worth Quoting ...

Innovation is the unrelenting drive to break the status quo and develop anew where few have dared to go.
Steven Jeffes

Creativity is thinking up new things. Innovation is doing new things.
Theodore Levitt



This Month's Quick Quiz Question

For an answer, email me at info@g3cpa.com or call 856-727-0100.

Which country started building the Panama Canal prior to the US taking it over and finishing it?