

How to Prosper No Matter What the Media Says

Call facilitator and IdeaMarketers official relationship expert Nancy Gerber discussed the lucrative universe of social marketing and its many benefits to online entrepreneurs.

Participants included the following IdeaMarketers.com experts:

- Financial freedom expert and author Sharman Lawson - <http://www.sharmanlawson.com/>
- Wealth building expert and real estate investor Brenda Coté <http://www.transforminglivescreatingwealth.com/>
- Life purpose expert and Ideamarketers creator Marnie Pehrson - www.pwgroup.com
- Communications and relationship specialist Nancy Gerber - www.sstones.com

This is a transcript of the highlights from this panel discussion. An audio recording of the entire panel discussion sponsored by IdeaMarketers.com is available at <http://www.ideamarketers.com/experts/calls/prosperitytoday.cfm>

Why This Teleclass? Why Now?



[Nancy Gerber](#): “There has been so much doom-and-gloom in the media. They’re starting to use the ‘recession’ word, negative news, and conflicting info – and there’s a lot of fear-mongering, stirring up anxiety about the economy and finances. Today, we are all about countering that. We are talking about building prosperity no matter what the media is saying.”



[Real estate investor and wealth building expert Brenda Coté](#) commented, “They’re trying to sell papers and get us to tune in at 11:00 to see more bad news. They fail to report on this whole other side that is taking place. They’re only looking at a few aspects of what’s taking place in the country now. They don’t report on the positive aspects, on the people that are now embarking in businesses, and how this economic situation has actually created opportunities for other people in the country.”

[Nancy Gerber](#): “The first step in building prosperity, no matter what else is going on in the universe, it’s about belief and attitude. We need to really look at and adjust our beliefs and attitudes.”



[Financial freedom expert Sharman Lawson](#) added, “There’s nothing new under the sun. ‘This season shall pass.’ Instead of listening to what the world has to say, we personally have to stay focused on our own goals and not get distracted by the negativity of the media, and the negativity of everyone else getting caught up in the hype of the media.”

[Brenda Coté](#): “Often times, we forget that whatever situation we’re in, in terms of our economy, everything is cyclical. We’re experiencing an ebb at this moment; this is going to be followed up by a flow. We may be feeling stuck in some areas, but this is just part of a natural evolution. Following this is going to come that flow. Things aren’t going to look so negative to those of us that are seeing this from that perspective. More money is going to start coming in. It’s a matter of understanding that there is an end in sight to this period.”



[Ideamarketers creator and life purpose expert Marnie Pehrson](#) states, “The law of polarity states that events just *are*. It’s how we look at them that determines whether they’re good or bad. For some cultures, death is a bad thing, but for others, it’s a celebration that that person has moved on to a higher existence. The same thing with the economy. It just is what it is. It’s up to us to find the opportunity within it. If something is catastrophic, there’s something phenomenal in it. With the law of polarity, it’s all in your perspective.”

The Importance of Belief and Attitude

[Nancy Gerber](#): “There’s a saying that’s been around for thousands of years, that governs a school of psychotherapy I used to study called *rational-emotive therapy*. It was popularize by Albert Ellis, who said that “We are disturbed not by events, but how we *think* about them.” Part of this process of becoming more prosperous and building your wealth is really about examining our belief. What do we *believe* about prosperity? What are our expectations? It’s important that everyone listening pays attention to your self-talk about wealth and prosperity and *yourself*. No more hiding our heads in the sand. Let’s face our problems head-on.”

[Sharman Lawson](#): “If a person is in denial, then the first step is being honest with themselves and facing whatever situation they’re in. Then, they can look at it clearly and come up with a plan on how to change that situation. If you’re in denial or you’re not being honest, then there’s no way that you’re going to be able to implement change.”

[Brenda Coté](#): “The other thing that we can actively make a conscious decision to do would be to look for the opportunity within the situation and think of creative ways to make a living. If what we’re doing isn’t working, then we shift the way we’re doing things and find a new course of action to yield the result that we’re looking for.”

[Nancy Gerber](#): “That reminds me of the saying with which we’re all familiar: ‘The definition is doing the same thing over and over again and expecting different results.’ How many people keep doing the same thing over and over again, or *thinking* the same thing, or hiding, or denying, and then they wonder why they’re not making any money and still struggling every month to pay the bills? We want to get you out of that paralysis, that hiding your head in the sand. What the media is doing is presenting all this doom-and-gloom. There are no solutions out there for anybody. The collective intelligence and experience on this panel has some action steps for you.”

Action Steps: Looking for Opportunity within the Crisis

[Brenda Coté](#): “I have a client, brand new to investing, and she was really scared to get in because she had been listening to the media. There’s a community out there of investors who are looking at this time and their mouths are literally watering! This presents an opportunity that hasn’t been around for investors in decades. This opportunity is there for everybody. We’re going to be able to purchase property at huge discounts. This client found her first property in a very nice area. A year-and-a-half ago, these properties were going for about \$760,000. She was able to purchase this property for \$280,000. She only owned the property for about 30 days before she put it into escrow. Her net profit is going to be \$140,000. This client went and did her homework, and she’s actually going to make double what her yearly income is on one deal.”

[Nancy Gerber](#): “She looked for the opportunity, and she also did not listen to the people who were parroting the anxiety and hopelessness running rampant right now.”

[Brenda Coté](#): “It’s really hard for people to do that. You’re constantly being pulled in one direction, and you want to go in the opposite direction. For this lady, it was a matter of reminding herself that whatever else was in other people’s minds did not apply to her. It’s hard, because you’re going against the masses. But it can be done, and the bottom line is that the people that see it differently are the ones that are going to turn the economy around.”

How Do We Recognize Opportunity?

[Marnie Pehrson](#): “Keep your eyes open. A lot of people are so bogged down in worrying over the problem and get so lost in the problem that they don’t open their eyes and start assessing ‘What can I do? What talents do I have? What gifts do I have?’”

What do my friends know how to do? Take this inventory about your gifts and resources. Not only do you have at your disposal what *you* do, but also what your friends do. You can joint venture, you can create bundle products, and really work together with other people to create ingenious products and services that people need right now.”

[Nancy Gerber](#): “This is an important shift in thinking. You said that people need to ask ‘What can I do?’ People give me a long list of reasons why they can’t do something. What I suggest is that they change the wording, they reframe the things that they’re saying. Instead of saying ‘I can’t,’ they start asking themselves, ‘How can I?’ Keep asking that question. That’s one way of recognizing an opportunity.”

[Marnie Pehrson](#): “And a lot of that comes out of facing things. You have to face the bad. That’s a key to finding an opportunity. If you look and say ‘I’m \$5,000 short this month. How can I earn that \$5,000? What resource or service can I offer that people would be willing to hand me this amount? How many people would I have to sell to to make this amount? It starts your wheels thinking about what people need, what problems I can solve. Then you start seeing the opportunities, but you have to face the problem to pull the opportunity out of it.”

[Nancy Gerber](#): “It’s also about taking responsibility. If you don’t take responsibility, if you keep on pointing your finger outward and blaming other people, nothing’s ever going to change. You’re going to stay in that place of being a victim. When someone takes action, they are so far away from the victim mentality. They’re taking their life in their own hands.”

[Brenda Coté](#): “Many of us keep looking at what’s happening now, and we think that we’re all in this. In reality, it’s made up of each individual. Everybody’s contributing in some way to society. It starts with one person to take a step in a different direction. It isn’t the easiest thing to do when you have so many people who are contradicting your belief, but we are standing strong and saying ‘No more’ to this thinking and actually taking action. The action is what’s going to change what’s going on. Make a commitment to keep growing within your field. If you’re an expert in your field, it’s going to be really difficult *not* to find employment. Find a problem that needs to be solved, and then working on filling that need.”

[Nancy Gerber](#): “I think that the one of the big things that action overcomes is paralysis. When you hear and are continually bombarded with negative news, there’s an implication that there’s nothing you can do, so you might as well just curl back up in bed and be done with it. When you feel that way, get out there and take action. That’s going to change the energy.”

[Brenda Coté](#): “Yes. Do *something*. If things aren’t working the way that we’re doing them, then we need to find another way to do things. The state of the economy is presenting that opportunity for us. There is potential there. As a result of this experience, we’re going to learn how to do things differently. Sometimes, it takes that jolt to wake us up.”

Evaluating Lifestyle & Finances

[Sharman Lawson](#): “One of the actions that I would also suggest is having individuals evaluate their lifestyle and their finances, so they can be prepared when opportunity does come. In evaluating things they might need to change in their lifestyle or their finances, when opportunity presents itself, they’ll be in a position to participate in it. Because I’m a financial coach, I deal with a lot of people who need money management coaching. A lot of times, they have dreams and goals they’re trying to attain, but they’re not in a position financially to do that. One of the keys is having them evaluate their lifestyle and finances, and coming up with a strategy not only to cut back, but to free up extra money to go after the opportunities available to them.”

[Nancy Gerber](#): “I like to use the word ‘recalibrate.’ Recalibration is about making a choice actively, not being forced into doing anything. It’s about flexibility.”

[Brenda Coté](#): “I remember when I was newly divorced ten years ago or so. I had just moved into a two-bedroom apartment with my two children. My mother came over and made a list of all the things that I should cut back or eliminate from my life to make sure I could afford to pay my bills on one salary. I needed to find ways to make more money. If the people listening are struggling financially, start looking for ways to generate extra income without being so much away from home. There’s something to be said about looking for ways to just create more money. When it comes to investing in real estate, there’s definitely a way to do it without investing your cash. I’m living proof of that, because I started without a dime and purchased my first three properties. That requires a time commitment.”

[Nancy Gerber](#): “It also requires that commitment of recalibration.”

[Brenda Coté](#): “It’s so important. You have to make a shift somewhere. Something’s gotta give, like watching less television, picking up a book and educating yourself. That’s all part of being the best that you can be in your own field.”

[Nancy Gerber](#): “Somebody once said that successful people have big libraries. Even if I don’t have the cash flow to buy the book, that’s what the library is for, that’s what the bookstores are for. You can sit there all day and read a book and not buy it.”

[Brenda Coté](#): “There are a lot of people who are allowing the time in our lives to control every single aspect of their existence. It doesn’t have to be that way. It is just one thing, and it isn’t something that is set in stone. It is something we are actively changing. We’re in constant movement. For a lot of us, it may feel that we’re just stuck, but in reality, we’re in motion as we’re speaking. We’re going to come out of this soon enough. The next time there’s an ebb in the economy, we’re prepared.”

Multiple Streams of Income

[Nancy Gerber](#): “Even if you aren’t an entrepreneur, ‘one’ is the most dangerous number when it comes to revenue streams. To make yourself recession-proof, to make yourself always in action towards prosperity, it is essential to develop multiple streams of income.”

[Sharman Lawson](#): “Multiple streams of income are so important. One of the things that I suggest to my clients is to look at what they can do right now. One of the clients I was working with was a software developer on his full-time job. Obviously, that’s something he can do from home. Part of generating more income for him was taking on projects from home. Also, his wife is a teacher, so she was able to generate multiple streams by tutoring at home. They are not necessarily entrepreneurs, but they have the skills and the talent to generate additional income from their home.”

[Marnie Pehrson](#): “Take a piece of paper out and write down everything you know how to do, every piece of equipment you own, every skill or job experience you’ve had in the past, and make a big inventory with it. Also, add a list of everything your friends know how to do, and what things they have access to. Start looking for patterns, needs in the marketplace. For example, Sharman is a financial coach. She’s solving a problem right there. Brenda is teaching people how to take advantage of the down parts of the economy and real estate market.”

[Nancy Gerber](#): “People don’t give themselves enough credit for the gifts and talents that they have. They assume, ‘It comes naturally to me, it comes naturally to everybody else.’ Have a personal inventory party, where you gather together a bunch of your friends and do personal inventory on everybody.”

Interdependence: A Key Ingredient

[Marnie Pehrson](#): “I had a good friend of mine who is a romance novelist. She came to me about four years ago and we started working together. She would write a book a year, but her cash flow was really erratic. She had ten short novelettes that she had written when she was cutting her teeth on writing novels. I said, ‘Let’s sell those as E-books.’ She started doing that, and we created a clean romance club. She had a good reader base and we piggy-backed our efforts. I did the technical side that she couldn’t

do, and she had a customer base that she introduced to me. We can find these kinds of alliances with people, and create these solutions for people. Her readers are voracious. They wanted more from her, as fast as they could get it, so there was a definite need. Find ways to fulfill that need in an innovative way.”

[Brenda Coté](#): “We’re taught to be independent when, in reality, interdependence is what gets us moving forward. We do need other people. Our world is made up of people who are helping people. Interdependence is an important component to the shift.”

[Nancy Gerber](#): “People tend to withdraw when they have problems. We all do that; it’s human nature. They don’t want to show vulnerability and weakness, and want to pretend everything is okay. On CNBC, [The Big Idea with Donnie Deutsch](#) has people on all the time who sit around with their friends thinking, ‘There’s gotta be a better way to do this.’ That turns into a big money-making enterprise.”

[Brenda Coté](#): “In Napoleon Hill’s [Think and Grow Rich](#), he talks about the power of the mastermind. He says when two minds come together, a third mind is formed. Sometimes just letting those feelings out releases us from their grip on us. Sometimes just saying it out loud will open us up to more opportunities. Fear and anxiety can’t live in the same space as hopefulness and opportunity and vision.”

[Nancy Gerber](#): “Action and hope and connection will greatly diminish fear and anxiety. You can’t feel hopeless and hopeful at the same time. When you’re in action, the feelings of helplessness diminish.”

[Brenda Coté](#): “We forget that we have so much to be grateful for. Cultivating gratitude will lead to opportunity. Understanding the gifts we already have, the fact that we have love in our lives, a roof over our head, two feet to stand on – those are beautiful things. Those are *gifts*. So often, we overlook that because we’re so focused on what we *don’t* have that we can’t focus on what we *do* have.”

[Nancy Gerber](#): “I remember years ago watching *Oprah*, and someone made a suggestion to keep a victories and gratitude chart. Every day, you write down five victories. You write down five things that you did and five things that you’re grateful for. It could be a prosperity victory, like finding another way of creating revenue.”

Doing What You Love

[Brenda Coté](#): “When we talked about the action steps, I was thinking of my cousin. She was working at this furniture store, and she wasn’t making ends meet. She was a single mother, couldn’t make it, and she would cry on the way to work because she couldn’t stand going there. She was a talented photographer. The store kept going under, and

we had a conversation that went something like: “Maybe this is a sign that you need to start doing what you love and find a way to monetize it.” In her garage, she created a little photo studio and started taking pictures of family. Now, she’s featured in national magazines, she’s a sought-after wedding photographer, and her income is ten times what it used to be. It never feels like work.”

[Nancy Gerber](#): “When we’re doing things that we love and we’re passionate about and are expressions of our authentic selves, it naturally attracts people who want what we do.”

[Marnie Pehrson](#): “I was talking to a carpenter the other day and he was talking about the cyclical flows of his business. He said that when you love what you do, you naturally put the time into it to become really good at it. You develop the skills, which makes you successful and stand out. It’s not work at that point. It’s your play. Where other people might spend 4-5 hours a day watching television because they hate their work and want to get their mind off it, the rest of us would rather spend that time polishing a skill and learning something more about what we love.”

Final Comments

[Marnie Pehrson](#): “Choose to act rather than to be acted upon. I once heard someone use an analogy of a trampoline. We’re all sitting on the trampoline, with one person jumping in the middle. We’re being acted upon. Get off the trampoline: the media, the news, etc. Make your own choices.”

[Sharman Lawson](#): “Do the opposite of what the rest of the world is doing. Doing that, you should be successful.”

[Brenda Coté](#): “Stop looking at what you don’t have and start focusing on what you do have. Focus on finding more of what you want.”

[Nancy Gerber](#): “Pay attention to your self-talk and what emotional response that evokes. If your self-talk is self-defeating, that’s not going to get you out of the quicksand. If your self-talk is self-enhancing, that’s going to get you into action and get you moving forward.”

Panelist Websites



Brenda Coté: www.TransformingLivesCreatingWealth.com. “My real estate career was my way out; that was my way through to this life now. I come from a place of scarcity and severe poverty. I developed a program to help women not only with the tools and strategies to go out and invest and do so without using their cash or credit, but also to create that mindset that will enable them to embrace the wealth that comes with successful investing. We have articles, monthly coaching programs, and an upcoming live event in May. It’s very different because we implement the life coaching aspect.”



Sharman Lawson: www.FreedomConceptsUSA.com. “People can order my book, *The 12 Steps to Eliminate Debt Forever*, which helps people get out of debt and start creating financial freedom in their lives. Also, I have CDs they can order, and I have a book that helps people understand their spending based on their personality style, which is very important. Also, they can learn about my coaching services, which is month-to-month or by the hour.”



Marnie Pehrson: www.IdeaMarketers.com; www.pwgroup.com. Author, speaker and innovator [Marnie Pehrson](#) helps Christians discover and live their life purpose and overcome the challenges they face with mountain-moving faith. Her message: Don’t let anything stand in your way. Not worry, not fear, not the adversary and, especially, not your own limiting beliefs about yourself! Learn more about Marnie & her new book [You're Here for a Reason: Discover & Live Your Purpose](#) at www.pwgroup.com



Nancy Gerber : www.sstones.com; www.MarketingMambo.com; www.AuthenticBalance.com. For over 30 years Nancy Gerber, “YOUR Connection Magician”, has coached and educated thousands of people worldwide on how to improve their communication and deepen their relationships with others -- and themselves. An expert communicator and relationship builder, Nancy’s an internationally published writer and popular speaker who has given presentations on three continents. A Certified Teleconference Leader, she’s facilitated hundreds of learning programs over the telephone for thousands of people from all around the world. Sign up for Nancy’s popular FREE e-zine, “Thoughts For A Thursday.” Learn more about her learning tools, programs and services at www.sstones.com

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