

In Person Meetings

Concorde Career College

5100 Poplar Ave., 1st Floor (Clark Tower)
Memphis, TN 38137 901-881-2694

Zoom Meeting

<https://us04web.zoom.us/j/5087794464>

Password: **talkshoppe** (all small letters, no space)

Networking Chat Box 8:45 am-Presentations 9:15-9:45 am

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<https://talkshoppe.com/>

March-April 2024

All Meetings are on Wednesday,
9 a.m. to 10 a.m.

MEETINGS ARE IN-PERSON AND ZOOM

Zoom only when Shelby County Schools are closed for weather
Zoom or Alternate location when Concorde Career College is closed for any reason

- Mar 6 The Truth About Getting More Speaking Gigs Now**
Leisa Reid, CEO
International Speaker Network
Leisajruiz@gmail.com
- Mar 13 Gardens: Growing Beauty One Garden At A Time**
Kim Halyak, Publicity + Garden Walk
ExperienceMemphisGardens.Org
901-299-5887
- Mar 20 Wellness of Working Past Retirement Age**
 Connie Horton, Business/Leadership Consultant
Pina Elite Restaurant Group
chorton1181@gmail.com
- Mar 27 "Roundtable Referral Rally"**
A business networking game to help you give and get referrals from your group.
- Apr 6 Redefining the Foundation Repair Experience**
Stephen Kline, Account Manager
Redeemers Group
901-458-3424
- Apr 10 Sources of Retirement Income**
Ben Hunter and Emanuel Corless
Independent Planning Group
BenHunter@iplanninggroup.com
MCorless@iplanninggroup.com
- Apr 17 When Health Causes a Move**
 Sherry Harbur, Broker ABR, CRS, SRES
Harbur Realty
Rsharbur@gmail.com
- Apr 24 Mastermind Principle**
based on the book Think and Grow Rich
by Napoleon Hill (One BNI continued education credit)



Talk Shoppe's charitable fundraisers go to support the children from the Neighborhood Christian Center Lynn McDonald 901-849-7101

ABOUT TALK SHOPPE

Many business owners start their business to fulfill their passion and dreams, then stagnate because they lack the knowledge and resources to grow. Talk Shoppe EQUIPS with education, ENGAGES by providing weekly networking and outside networking opportunities, EMPOWERS with marketing tools. Talk Shoppe does all of this in a supportive community.

Make Talk Shoppe a tool YOU can use to build your business and help someone else build their business.

What Level Works Best For You?

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Community-(Cost is Free) Promote your business in a few seconds at weekly meetings. Network with people at the meeting and B.A.M.F.A.M. (Book A Meeting From A Meeting) to connect outside of the weekly meeting.

Supporter-(Cost \$110/year, some restrictions apply) Your ad included on the online "Friends in the Business Talk Shoppe Directory"

Elite-(Cost: \$115/month or \$95/month for volunteers, some restrictions apply)
Radio/Social Media Posts Monthly/Green Screen Studio & Production/Talk Shoppe "Friends in the Business Online Directory"/Ad & Periodic Spotlights in Talk Shoppe Newsletter-Flier and on Web page and more...

Premier-(Cost: \$4500/year, some restrictions apply) Larger ads than other ads appearing online, on the newsletter-flier and at weekly events and outside events. Option to host a Talk Shoppe weekly event at the Premier Sponsor's place of business, Radio "Friends in the Business Online Directory"/Ad & Periodic Spotlights in Talk Shoppe Newsletter-Flier and on Web page and more...

Premier Plus-(Cost: \$5,400/year, some restrictions apply) Larger ads than other ads appearing online, on the newsletter-flier and at weekly events and outside events. Option to host a Talk Shoppe weekly event at the Premier Sponsor's place of business. Radio/Social Media Posts Monthly/Green Screen Studio & Production/ Talk Shoppe "Friends in the Business Online Directory"/Ad & Periodic Spotlights in Talk Shoppe Newsletter-Flier and on Web page and more...

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BUSINESS

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The Magic for Success

When I was a kid, I used to think that success came easy to those who worked hard. As I've gotten older and become an entrepreneur myself, I've learned that success does not magically appear. There's a lot of hard work that goes into becoming a success. Hard work is not a bad thing at all. After all, anything worth doing usually has hard work involved in the process.

However, hard work alone does not make one a success. Are you ready for what the real secret to success is? The key word is consistency.

Consistency is not an exciting word. Consistency alone does not get us motivated and jumping for joy. Nonetheless, it is a key ingredient in achieving success.

So, how does one become consistent? As a business owner, I'm just trying to keep the business in the black. Oftentimes, we business owners are working long hours to make it happen. We keep doing the same thing every day without any thought as to how this same activity is helping us to grow our business. We are oftentimes so far in the weeds that we cannot truly see where we are off track.

What can we do to become more consistent in achieving success. First, we need to take time to grow ourselves. So, how do we grow ourselves? That's a little harder question, isn't it. John Maxwell says we should take time to consider these four questions:

1. Do you know what you need to improve?
2. Do you know how you are supposed to improve?
3. Do you know why you want to keep improving?
4. Do you know when you are supposed to improve?

"Your future is dependent upon your personal growth. Improving yourself daily guarantees you a future filled with possibilities. When you expand yourself, you expand your horizons, your options, your opportunities, your potential." (John C Maxwell)

Start with setting goals that are necessary but also achievable. Get really good at doing the basics. Then do them every day. Those small basic steps repeated every day eventually lead to great achievements. That's what consistency is truly about.

It doesn't mean the journey is easy. In fact, it is usually difficult before it becomes easy. One may feel uncomfortable in the process. The truth is that we achieve our daily goals by doing those things that are uncomfortable. "These daily uncomfortable things become habits. Habits turn into actions and then into attitudes and then lead into lifestyles." (Charlene Armitage)

Consistency is not easy. To be honest, just achieving goals alone won't make you successful. It's about growing yourself. That includes believing in yourself and the potential that is in you. So, I encourage you to consistently put in the work and keep believing in yourself.

"Consistent action steps lead us to our goals."
Excerpts from The Slight Edge, by Jeff Olson

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Investing is Interesting and Challenging

Let me tell you a little about Craig Jennings, president and founder of Avalon Capital.

In 2008 the market spiraled, and the real estate business was in trouble. Craig knew he had to do something, but what would it be. He had a growing family and bills to pay. He was listening to the stock market news, as he always does, and heard how Australian investors were lacking properties for investments. Craig knew he had to call Australia. Spending \$30 on a calling card, money he did not have to waste, he called a realtor in Australia. He told them that there were properties available in Memphis. As a result of this conversation, they invited him to speak at a conference. He attended the conference and sold all the properties he had available. This was the beginning of him flipping 200 plus properties. Craig flipped houses in Memphis, throughout Shelby County and Desoto County. He understands the process for the investor and the importance of moving a property quickly.

Avalon Capital, established over 4 years ago, is an asset-based private lending company that provides financing for investors looking to purchase and renovate residential properties with the intention of reselling or refinancing the property. We're not just lenders; we're seasoned experts in the real estate scene. With a collective experience spanning over three decades, we've been instrumental in helping investors from across the globe achieve profitable outcomes in their real estate endeavors. Our deep-rooted expertise in the real estate market allows us to do what we do best: quickly underwrite assets and make informed, timely investment loan decisions.

At Avalon Capital, professionalism is not just a promise; it's the cornerstone of our service. Our interest in our clients and their success allows us the opportunity to provide positive feedback. Meeting face to face with each of our clients, we get to know them from the beginning of their relationship with Avalon. Our team has the passion and the drive to move forward as a company providing for the needs of our clients.

HEALTH & WELLNESS

Mary Lou Nowak
Sponsor: Healthcare and Wellness Information

How to Start the Senior Care Need Conversation

Care concerns can sometimes begin as holiday family gatherings end. Spending time with mom or dad creates precious moments and may also be the beginning of concerns about your loved ones when you witness their difficulties with everyday tasks.

Some topics are difficult to start and that's especially true when a person you care about ability to live independent begins changing. It's normal to worry about how uncomfortable the conversation may be or how it may hurt their feelings. Frankly, many tend to approach this conversation with the kind of anxiety often reserved for a root canal in the dentist chair.

However, putting off discussing difficult topics escalates the urgency and often takes away a loved one's ability to contribute their wishes especially if there is cognitive decline or a health incident like a fall.

It's important to ask open questions that create a conversation rather than just yes and no answers. Equally helpful is to avoid making statements but instead use simple conversation starters to help create open and honest dialog.

A few examples of conversation starter questions.

1. Is there anything around the house you need help with?
2. How are your friends? Do you see much of them? What's new with them? How do you keep in touch/where do you see them?
3. What would make things easier for you?

To gain a full list of conversation starter questions, reach out to Mary Lou Nowak of Resource4 Care and also gain access to the group of a dozen trusted professionals across all healthcare practices called Women in Senior Healthcare by emailing Resource4care@gmail.com or by visiting www.Resource4Care.com.

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