

Patty Farmer, Designing a Business that Supports your Lifestyle - Episode 299

In this Episode:

- Patty talks about the importance of connecting with people
- Why we need to hire coaches and surround ourselves with mentors
- How selling is service
- The biggest shift in marketing since Covid
- The importance of using your voice in marketing

Notable Quotes:

“It wasn't about me being more eloquent, it was like speaking in front of people who needed to hear it or wanted to hear it the way I said it.”

“Lead with contribution and compensation will follow.”

“Work in your brilliance and hire other people to work in theirs.”

“I've learned is the things that I am the most fearful of are the things that I need to do the most.”

“Selling is service.”

Pearls of Wisdom:

1. Strive to be a people connector, not a business card collector.
2. Relationships are the currency in today's business environment.
3. Never be afraid to use your voice even if it's shaking even if your voice is shaken there's somebody out there that needs to hear it.

Resources:

Patty Farmer is an award-winning Marketing & Media Strategist, Business Coach & Consultant. She is also an International Speaker, Podcast Host, Magazine Publisher, and 7-Figure Event Producer located in Dallas, TX.

She is a marketing & media strategist, coach & consultant with 20+ years' experience in leadership development, sales coaching & training, lead generation, and communication mastery I know what it takes to get results and to build, scale and sustain a 6 or 7 figure business.

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