

THE MONEY IS IN THE LIST FOR COACHES 2024

# TECH SAVVY WOMEN OVER 50 BUSINESS MAGAZINE

SERIES 1 ISSUE #3 2024

**EMAILS ARE THE LIFELINE  
OF YOUR BUSINESS**

## FINANCIAL PROSPERITY & EMAIL MARKETING

Start embracing positive  
transformations and improvements  
that

### DATA LEADS!

Business growth and  
financial stability are  
based on Data!



## FINANCIAL COACH

*Barabra Herod*

Financial Wellness  
for Educators

Pg. 6

[www.techsavvywomenover50.com](http://www.techsavvywomenover50.com)

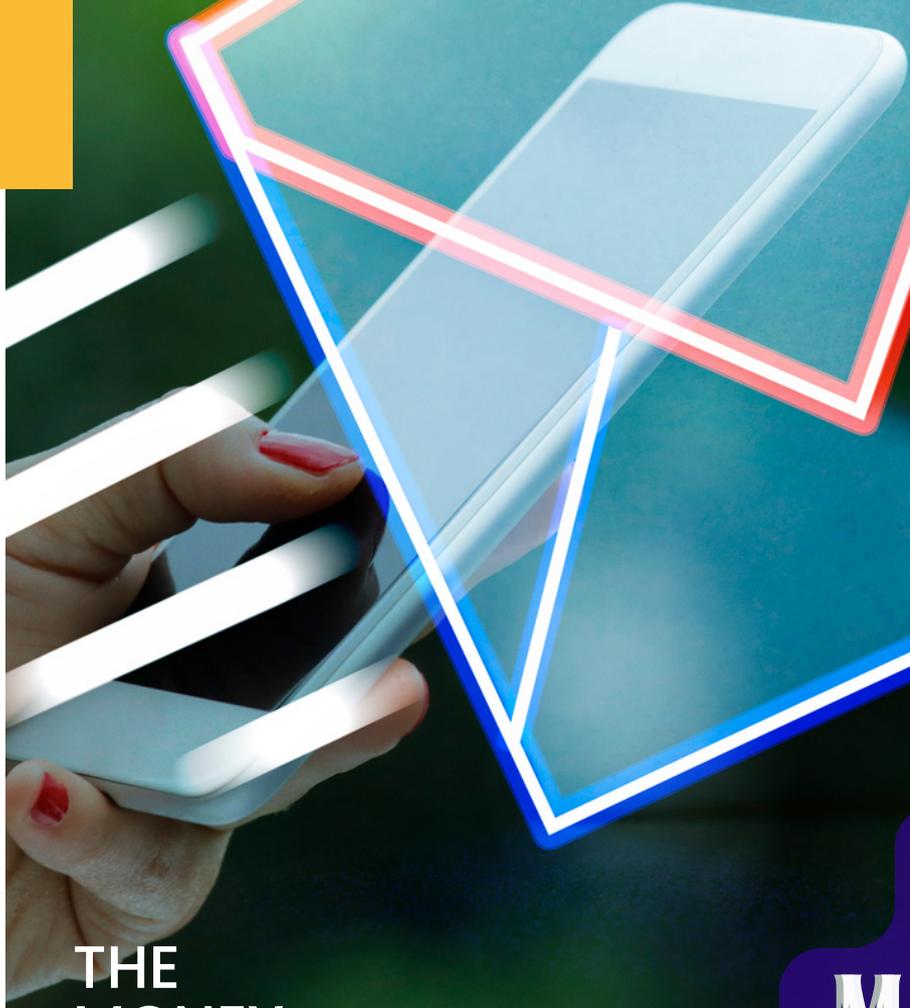
### THE BEST AI TOOLS 2024



AI-driven tools to analyze vast  
amounts of data, personalize  
marketing campaigns, predict  
consumer behavior, automate  
tasks, and optimize strategies.

# MARCH MADNESS!

FINANCIAL PROSPERITY  
THROUGH



THE  
MONEY  
IS IN THE  
LIST!!!

**EMAIL  
MARKETING**



# Editor's Note

## TECH SAVVY WOMEN OVER 50 MAGAZINE

As we dive into the pages of our March Madness issue, I'm thrilled to explore the dynamic realm of Financial Prosperity through Email Marketing Campaigns with you. This month, our contributors share invaluable insights, strategies, and real-world experiences that illuminate the path to success in growing your business using powerful email campaigns.

*Romona Myles*

Editor-in-Chief

From seasoned professionals to innovative entrepreneurs, we've curated a diverse range of perspectives to empower your journey. Discover the latest trends, effective email sequences for coaches, and success stories from those who've mastered the art of email marketing.

March Madness isn't just about basketball—it's about the exhilaration of financial growth and prosperity in your business. Join us in unraveling the potential of email marketing and setting the stage for a prosperous future.

Happy Reading!

# CONTENTS

## 05 COACH OF THE MONTH

*Barbara Herod*



### 03 EDITOR'S NOTE

*As a Digital Nomad, collaboration is Key...Join our Community*

- **Romona Myles & Business Tech Coach**

### 06 AI TOOLS FOR 2024

*Let AI help you build a successful online business!*

- **Romona Myles**

### 07 STEP-BY-STEP GUIDE

*This month's step-by-step guide is Email Marketing for Prosperity*

- **Romona Myles**

### 08 BARBARA HEROD

*Navigating Financial Prosperity in Teaching and Beyond*

- **Financial Expert for Teachers**

### 11 FINANCIAL PROSPERITY

*Financial Prosperity Through Email Marketing*

- **Instant AI Funnels**

### 12 COURSE CREATION TEMPLATE BUNDLE!

*Imagine a blueprint designed to propel your business to new heights...*

- **Fun Funnel Friday**

### 14 LILIA ACKERMAN

*"What is your relationship with money?"*

- **Transformational Wellness Master Coach**

### 16 - ELIZABETH ZAMORA

*Revitalize Your Life: Anti-Inflammatory Recipes for Pain Relief.*

- **Pain Specialist & Holistic Coach**

### 19 MARCIA NATHAI-BALKISSOON

*When your entrepreneurial journey feels heavy.*

- **Overwhelm and Burnout Coach**

### 20 TIFFANY SUTTON

*Beautiful Acrylic Paintings The Chameleon Set*

- **Mississippi Artist.**

### 21 CHEF YOLIE SILVA

*Start with the Power of Conscious Choices through nutrition, herbal wisdom, and the art of culinary delights.*

- **Certified Holistic Chef & Wellness Coach**

### 22 WORK LORI AND CHAT GPT

*Chat GPT Help?*

*Yes, please!*

- **Lori Hood**

### 23 KAREN BURT

*Transforms businesses into thriving, multi-faceted enterprises.*

- **Success Trainer & Mentor**

### 24 WENDY YEHIA

*Embracing Transformation: A Journey of Healing and Empowerment*

- **Feminine Holistic Wellness Coach**

### 27 DORIS YIP (THE MONEY GIRL)

*Understanding the pivotal role of email marketing in achieving business growth*

- **Financial Expert & CFO**

## Coach of the Month

# Barbara Herod



### **Navigating Financial Prosperity in Teaching and Beyond**

Hello, wonderful educators! I'm Barbara, your guide to financial prosperity and success in the teaching profession. As a seasoned teacher myself, I've dedicated my career to empowering teachers at every stage – whether you're just starting, in the midst of your teaching journey, or savoring the fruits of your retirement.

As an educator for many years, I've always had a knack for sharing my knowledge and empowering others to succeed. But when it came to my own finances, I faced some challenges. Like many of us in the education sector, I juggled multiple roles – mother, grandmother, and community servant leader at my local church. While I've poured my heart and soul into teaching and serving others, I struggle to find the time and resources to prioritize my own financial future.

Then, I had a lightbulb moment! I realized that my entrepreneurial spirit could be the key to unlocking my financial freedom. I rolled up my sleeves and dove into the world of entrepreneurship. I've provided a checklist that helped me and I know it will help you on your financial freedom journey.

"As a proud member of the Tech Savvy Collaboration Extravaganza, I've unlocked the power of strategic email marketing to connect with fellow educators. This collaborative space has not only enriched my network but also fueled my mission to empower teachers through impactful communication."

[Your Financial Prosperity Guide for Teachers](#)

STAY ON TOP

# AI TOOLS

COACHES

COURSE  
CREATORS

AUTHORS



## 1. DATA ANALYTICS AND INSIGHTS:

- *Google Analytics*
- *Tableau*
- *IBM Watson Analytics*

## 2. PROJECT MANAGEMENT:

- *Asana*
- *Trello*
- *Monday.com*

## 3. E-COMMERCE AND PERSONALIZATION:

- *Shopify*
- *WooCommerce*
- *Dynamic Yield*

## 4. SEO AND KEYWORD OPTIMIZATION:

- *SEMrush*
- *Ahrefs*
- *Yoast SEO*

## 5. AI GRAPHIC DESIGN:

- *Canva*
- *Crello*
- *Designify*

## 6. VIDEO EDITING AND PRODUCTION:

- *InVideo*
- *Adobe Premiere Pro*
- *Animoto*

### AI Tools for your Online Business

Coaches need tools too! Let AI help you build a successful online business! Come back next month for more...

# BECOMING YOUR OWN BRAND

## 12 MONTH SERIES, #3



Business Growth

---



## IS THE MONEY REALLY IN THE LIST?

### CASE STUDIES

[DOWNLOAD NOW](#)

#### Case Study #1

This company Learned transformed their biz newsletters into a well personalized shopping guide, which increased customer engagement and loyalty.

#### Case Study #2

The strategic use of an email segmentation allowed this business to speak directly to what the customer's needed.

#### Case Study #3

Using email marketing throughout the product launch cycle ensured sustained interest, higher conversion rates, and increased customer loyalty.

#### Case Study #4

Asking for referrals increased the client retention and also generated a consistent flow of new clients through referrals and targeted promotions.



# MARCH INTO PROSPERITY

---

## TEACHING IS NOT JUST A JOB; IT'S A LEGACY.

Let's ensure that legacy includes financial prosperity. Join me on this journey, and let's navigate the seas of financial well-being together. Remember, your future is in your hands, and I'm here to guide you every step of the way.

Here's to your financial prosperity and a fulfilling teaching career!



## A PRACTICAL TOOL FOR YOUR JOURNEY

To kickstart your journey to financial control, I've prepared an invaluable tool – a comprehensive checklist. This checklist is designed to help you organize your finances, focus on key elements of your financial health, and empower you to remain in control even after retirement.

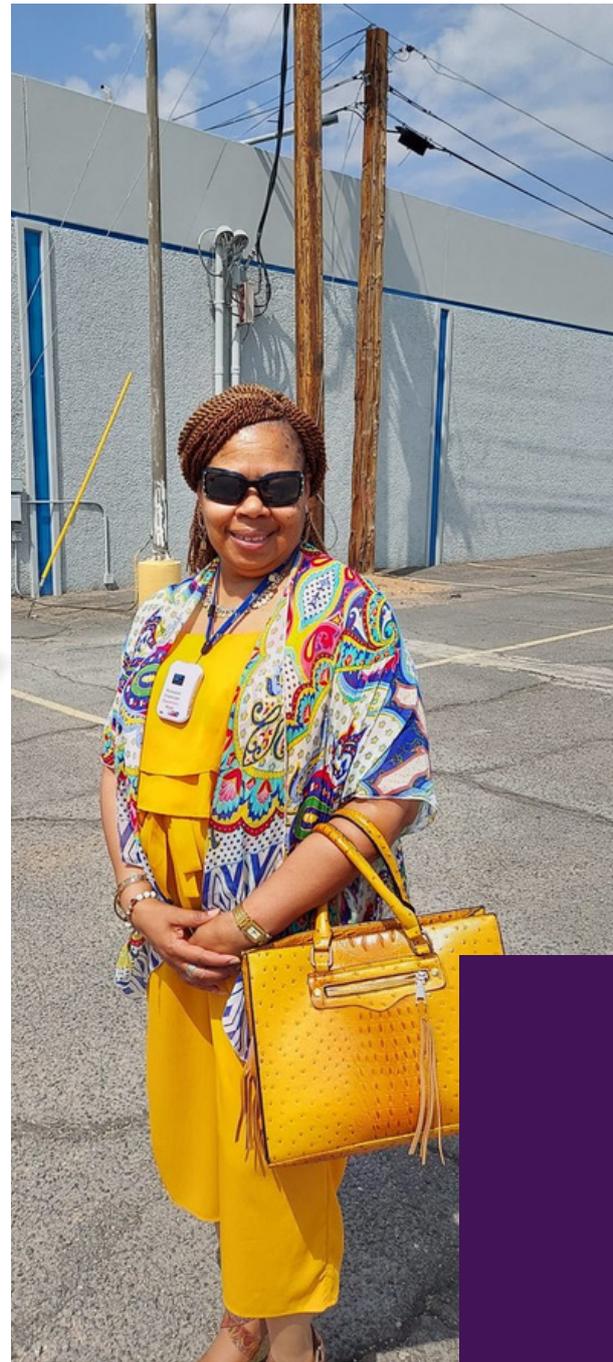
### FINANCIAL PLANNING FOR EVERY STAGE

**For New Teachers:** To those embarking on this noble journey, I share insights into creating a solid financial foundation from day one. We'll explore practical steps to maximize your income, navigate student loan considerations, and lay the groundwork for a prosperous future.

**For Mid-Career Teachers:** For those navigating the mid-career phase, I delve into strategies to elevate your financial standing. From optimizing salary structures to exploring additional income streams, we'll ensure you're on the path to financial empowerment.

**For Retired or Soon-to-Retire Teachers:** Retirement is a beautiful chapter, and I'm here to guide you through it. We'll discuss making the most of your school's retirement plan and, more importantly, open the door to entrepreneurship. It's never too late to embark on a new adventure!

**Entrepreneurship in Retirement:** Retirement isn't the end; it's a new beginning. I'll share stories of teachers who successfully transitioned from classrooms to entrepreneurship. It's a world of possibilities, and I'm excited to help you explore them.



*"As an Entrepreneur and a Retired Teacher, I have had to learn many techniques and strategies to build my business. This month's theme is about email marketing and is something I am adding to my means of communicating with you as you read through and take action inside my Free gift to you."*

Every Tuesday at 10am CST

2024 Season

# TECH TALK

# ON TUESDAY

Tech Talk on  
Tuesday Podcast

Season #1

Tech Made Easy

# 2024

## STARTING FRESH SEASON #1

### Tech Spotlight

What tech do you  
need now to help  
you grow your biz?

### Sales Automation

See what in Tech  
Savvy's Automation  
Sales Tool Box

### Fun Funnel Friday

Join us on Fridays  
when we have Fun  
with Funnels!



08:08



20:22

## Automate your Sales Funnel!

# FINANCIAL PROSPERITY THROUGH EMAIL MARKETING



Traveling helped me broaden my worldview on becoming a full-time Digital Nomad. I often meet new people, learn about Egyptian culture, and explore various aspects of Egypt as my choice destination. Without using emails, this would not be possible to grow my online coaching business."

## **The Financial Alchemy of Email Marketing: A Path to Prosperity**

*In the ever-evolving landscape of digital marketing, one timeless strategy continues to stand out as a catalyst for financial prosperity: Email Marketing. As a seasoned entrepreneur and the driving force behind Tech Savvy Women Over 50 Magazine, I've witnessed firsthand the transformative power of email campaigns done right and wrong.*

Picture this – a well-crafted email landing in the inbox of your ideal client, resonating with authenticity and value. Email marketing, when approached with ethical intent, strategic precision, and a deep understanding of your audience, becomes an alchemical tool for financial success.

## **Building Authentic Connections:**

Authenticity is the cornerstone of prosperous email marketing. Your subscribers aren't just numbers; they are individuals seeking solutions and connection. In this section, we'll explore how genuine, value-driven communication fosters trust and loyalty, creating a foundation for financial growth.

## **Ethical Email Practices:**

In the digital age, where trust is paramount, ethical email practices are non-negotiable. We'll delve into the importance of permission-based marketing, respecting privacy, and crafting compelling content that adds value without overwhelming your audience. Learn how ethical email practices contribute to long-term financial stability.

## **Nurturing the Right Audience:**

A targeted and engaged audience is the heartbeat of successful email marketing. I'll guide you through the art of building and nurturing a subscriber list that aligns with your business goals. Discover the significance of segmentation, personalization, and understanding your audience's needs to unlock the door to financial prosperity.

As we navigate the terrain of financial prosperity through email marketing, remember that success lies not just in the numbers but in the relationships you cultivate. Join me on this journey of leveraging the power of emails to create a sustainable and prosperous business, one inbox at a time.

Embrace the alchemy of email marketing, and let's turn digital connections into tangible financial success.

*Increase your open rates, give more value, and understand how important your email sequences are for the communication and growth of your audience.*



*The highlight of this journey has been visiting the Sahara Desert and making my way to Upper Egypt. It was the best thing I've ever done, and it sparked my newfound love of Egyptian foods!*



**NOW Only \$14**

Want to Effortlessly Create and Package

# **Your Course!**

*The Ultimate Course Creation Template Bundle*

**Build your Course with Ease!**



**Grab this offer now!**

## ***Template Bundle Includes:***

online course framework/blueprint | course templates  
course sales page | nurture emails | limited time bonuses

**Download NOW!**



# The marketing plan for more *sales and fun!*



## COLLABORATION EXTRAVAGANZA



**GET STARTED**

### 1. **Tech Mastery:**

- Dive into the latest technological trends, tools, and strategies relevant to women over 50 in the coaching industry. Explore how to navigate the digital landscape, automate processes, and leverage tech for business growth.

### 2. **Success Stories & Spotlights:**

- Highlight the achievements and journeys of successful women in the coaching business. Share inspiring stories, interviews, and spotlights on Tech Savvy Women Over 50 who have overcome challenges and achieved remarkable success.

# "What is your relationship with money?"

**Let's start with the one million question, shall we? What is money? Thank you for asking! Well, money is energy that is connected to your spirituality, creativity, beliefs, and gratitude!**

So, what could stop you from having it? After all, money is everywhere; if it's everywhere, why not everyone can access it? Ok. Let me share 3 major reasons why your finances are upside down, and what to do about it!

Let's start with the troubles; The financial situations are a representation of:



**Let's start with the troubles; The financial situations are a representation of:**

Your limiting beliefs about money:

- Money is like water through my hands (you cannot hold money)
- I need to work enough to pay my bills (you won't make extra money, but just enough to pay your bills)
- Money is the root of all evil. (This belief won't allow you to have money because you are connecting money with evil).

Your relationship with money through family experiences

- You were born into poverty, and no one in your family has been able to gain wealth.
- Witnessing fights as a child among your parents because of money issues. Out of those experiences, we make pacts with ourselves that become an obstacle to succeed in life in the future. It could be that you make the pact never to amount wealth to avoid fights with others.

The power you gave up around money

- Afraid of what others think of you if you make too much money, especially if you are the first one in the family, or in your circle of friends making money.



**Click to Order Book**

## Changing your legacy money

- Be connected to your spirituality
- Be open to receiving money not just from your job, but from other sources.
- Value your services, and accept that you deserve money in exchange for your services.
- Care about the welfare of others. This is the best way to attract money because you are not thinking just about yourself, but you care about others.
- Allow yourself to make more money than ever before
- Allow yourself to keep the money you make so you can create the lifestyle you have always wanted.
- Forgive your ancestors for the limiting beliefs they thought of you and yourself for believing those limiting beliefs
- Plan: get a beautiful wallet and put a \$100.00 bill, or more. Every time you pay something even when you are paying with a credit card, take the bill out first.
- Have respect for money, meaning don't over-expend it, and be wise how to use it. Pay your bills on time, and lastly don't be out of control by over-buying stuff.
- Write a check to yourself with the amount you would like to receive and make a list of how you will use it. Send me the list to my email, and let's talk about it!!
- Meditations: See yours

## LILIA ACKERMAN

# RELATIONSHIP COACH

Lilia Ackerman

**You have a FREE session with me for 45 minutes!!**

**This is Lilia Ackerman, a Certified Transformational Wellness Master Coach.**

2 DAYS

| BUDDY UP

| TWO FOR ONE

# VIP

INTENSIVE

**SIGN UP**



**TURN YOUR DREAM OF BUSINESS  
SUCCESS INTO A REALITY**

TWO DAYS OF CLARITY AND IMPLEMENTATION! GET  
ON THE WAITLIST/VIP'S ARE ON SAT/SUN ONLY  
SPOTS ARE VERY LIMITED!

[www.techsavvywomenover50.com/VIP](http://www.techsavvywomenover50.com/VIP)

**ELIZABETH ZAMORA**

## **Learn How To Break Free from Chronic Pain 5-Day Challenge**



Embrace a transformative journey with our Pain-Free Lifestyle Challenge! As a Venezuelan-taught professional athlete and holistic nutrition expert, I invite you to join a unique 5-day experience rooted in ancient healing and South American holistic practices.

Guided by my compassionate coaching style, this challenge integrates ancient spiritual practices, holistic nutrition, and body movement techniques. Whether you're seeking relief from chronic pain, enhancing emotional intelligence, or simply striving for a pain-free lifestyle, this challenge is your gateway to holistic well-being.

Expect vibrant discussions, uplifting coaching, and practical tools to unlock a pain-free, joyous existence. Let's embark on this journey together, transcending pain and embracing vitality!

**Revitalize Your Life: Anti-Inflammatory Recipes for Pain Relief.**



**↓ DOWNLOAD**

FUNNELS ARE FUN!

# FUN FUNNEL FRIDAY!



YOUR HOST: ROMONA MYLES

**FUN FUNNEL FRIDAY**

**LEVEL UP**

**AI FUNNELS**  
are they good for  
your business?  
EVERY FRIDAY @ 2PM CST

# DR. MARCIA NATHAI-BALKISSOON



## Navigating the Entrepreneurial Journey: A Path to Wealth and Prosperity

*When your entrepreneurial journey feels heavy.*

It can feel like madness when you first start thinking you can be successful as an entrepreneur who will predominantly operate online. I come alive helping my clients get clear on the work that lights them up and build habits so they enjoy their life, so they never lose themselves as they chase excellence.

Putting your face and voice out there, trusting that people will say yes to the services you've poured so much of yourself into - those things take real grit.

To let yourself share your story, show your flaws and your shine to strangers and loved ones alike, risk judgment, open the door to failure and success, to believe you can change people's lives - those require serious personal power.

**COACH, SPEAKER,  
AUTHOR, & TRAINER**

*Dr. Marcia Nathai-Balkissoon*

A lot of "How to manage the tech" questions come up as you make this journey. I worried about how to build trust and visibility. I mix and match my tools as I go along and give myself space to experiment and evolve.

### ***I've used:***

- ***Video conference software to widen my audience through podcasts and interviews.***
- ***Email list software to send clients lead magnets, newsletters, replays of my courses, and email sequences that they request.***
- ***Site hosting software to keep my selling straightforward and smooth with clearly structured offers on landing pages together with a website and social media showcasing my areas of focus.***

I'll talk about some of these in more detail in future issues of the magazine. But, before I close, I do feel there is one other non-tech piece of the puzzle that's critical to share: **DON'T DO THIS ALONE.**

By that, I mean have a circle of trust. Friends to lean on and vent to and cheer for you are like gold. Plus you'll travel further and faster with knowledgeable experts in your pocket. Find yourself a coach to develop a plan with you and help you take it from the page to reality.

It's so important to put your joy and fulfillment at the center of your efforts. If you have questions, email me at **marcia@marcianb.com** and I'll share some ideas to help.



# LIVE PODCAST

Life Along the Nile Magazine Presents



## The Healing Power of Women Summit Discussion



With:  
*Romona Myles*

**Every Thursday**

**SPONSORED BY:**



**CLICK TO SIGN UP!**

Only on

[www.lifealongthenile.com/podcast](http://www.lifealongthenile.com/podcast)

*Be a Guest on the Show!*



ORDER  
NOW

**Comes ready to hang.**



"The Chameleon Set"  
8" x 10"



# AGING WITH HEALTHY WITH YOLIE

**FITTER . HEALTHIER . HAPPIER**

**Foods should be palatable, easy to find, and good for your health!**

When you're strolling down at the supermarket, here's a list of 11 easy-to-find foods to turn to.

1. Red pepper  
Red pepper is one of the vegetables richest in antioxidants and vitamin C.
2. Spinach  
Spinach, fresh or cooked, is delicious in summer.
3. Broccoli  
Broccoli is anti-inflammatory, anti-aging and very rich in:
4. Avocado  
Loyal readers and fans of Aging Healthy know my passion for avocados.



## **Chef Yolie Silva**

7. Watercress  
A very common food in the past, but unfortunately now rare: watercress.
8. Pomegranate  
The "superstar" of all "superfoods": the pomegranate and, more precisely, pomegranate juice.
9. Eggs are very good for your health: they are an excellent source of protein and contain certain rare nutrients such as choline and lutein.



Download Yolie's **FREE** 7 Day Meal Plan!  
<https://aginghealthywithyolie.com/>

**A CERTIFIED  
HOLISTIC  
CHEF**  
Chef Yolie Silva

10. Sardines in oil  
In the same vein, sardines in oil provide good proteins and lipids.
11. Walnuts, almonds, hazelnuts...

You are the master of your life, start with the Power of Conscious Choices

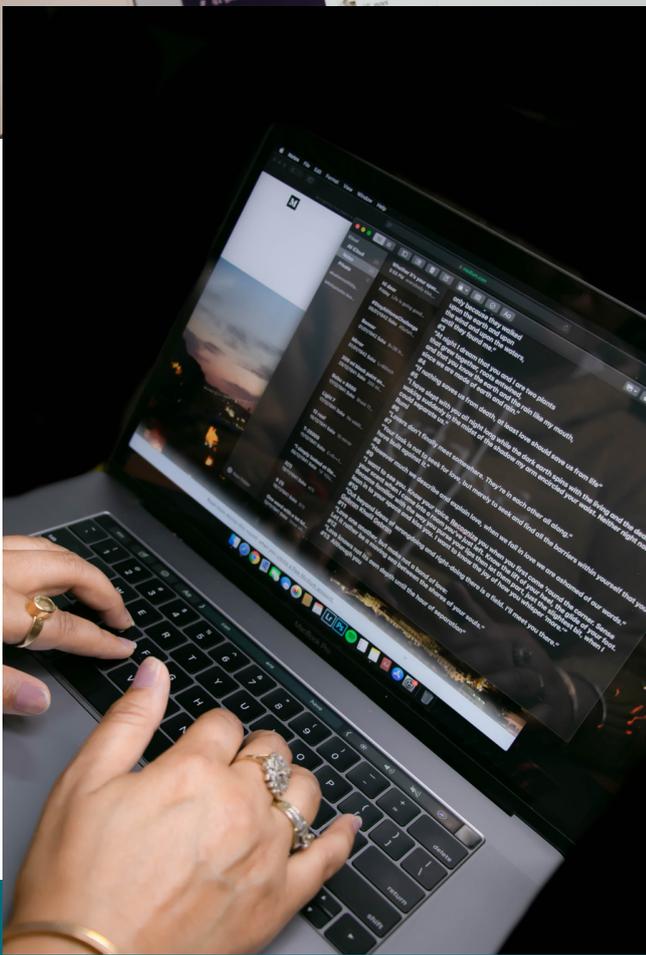
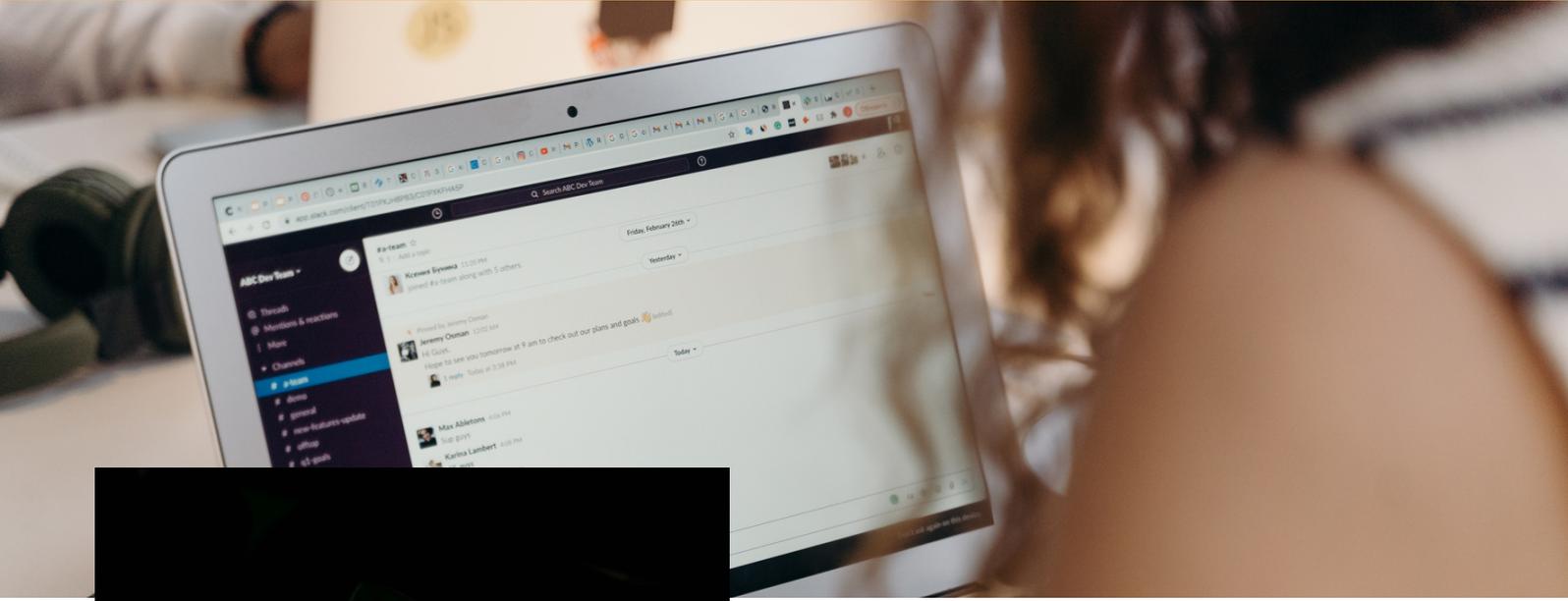
Allow me to be your guide on this empowering journey through nutrition, herbal wisdom, and the art of culinary delights.

**Your health journey starts with YOU.**



# AI with Lori Hood

Where Innovation Meets Emotion!



## Chat GPT Help? Yes please!

- *Personality assessment*
- *Business identity assessment*
- *Done-with-you special instructions layout*
- *3 done with you prompts for content*

Send an Email to:  
[sassylo\\_1991@yahoo.com](mailto:sassylo_1991@yahoo.com) with  
the Subject Line: ChatGPT

This process ensures ChatGPT speaks YOUR language, reflecting YOUR style effortlessly.

Ready to make your brand's voice unforgettable? Choose AI with Lori—Where Innovation Meets Emotion!

**A.I. CHATGPT WITH LORI**

Are you an entrepreneur fed up with ChatGPT not capturing your voice? I have an amazing solution!

No more tedious corrections this process ensures ChatGPT speaks YOUR language, reflecting YOUR style effortlessly.

Transform your content and funnels into an engaging and enjoyable experience.

Craft an emotional journey for your audience, turning frustration into triumph!

Ready to make your brand's voice unforgettable? Choose AI with Lori—Where Innovation Meets Emotion!

**WHERE INNOVATION MEETS EMOTION**

# KAREN BURT

## Our Mission

To impact business growth and profitability by providing both technical and training skills that enable economic sustainability.



**Karen Marsh Burt**  
Thought-Provoking  
Success Trainer



Introducing . . .  
**Unity Exceptional  
Business  
Academy.com**



### Empowering Excellence through Unity Exceptional Business Academy

Meet Karen Burt, a driving force within our Tech Savvy Women Over 50 community and the visionary behind Unity Exceptional Business Academy. Karen's mission is clear: to propel businesses to new heights of success and profitability.



Are you setting your business goals intentionally?

## SUCCESS TRAINER

*Karen Burt, CDO*

### Unity Exceptional Business Academy

As the founder of Unity Exceptional Business Academy, Karen brings a wealth of expertise in marketing, advertising, and business strategies. Specializing in Company Branding, Coaching, Training, and Team Building, Karen is dedicated to transforming businesses into thriving, multi-faceted enterprises.

Explore the depths of Karen's insights at [Unity Exceptional Business Academy](#) and discover how she empowers individuals to be highly profitable.

Karen — a catalyst for exceptional business growth, is offering a free Goal Setting Checklist to help you set your goals intentionally.

[Download Karen's FREE Goal Setting Checklist](#)

# **Claim Abundance and Fulfillment!**

**Here are Just Some of the Shocking Truths You'll Discover in Your Ultimate Astrology Reading 2.0:**

- 🌙 Discover your talents, strengths and secret gifts
- 🌙 Find love and deep spiritual connection with your soulmate
- 🌙 Become more influential in your life to reshape your financial future.
- 🌙 Reveal aligned business opportunities
- 🌙 The secret to achieving the wealth and abundance
- 🌙 Astrological keys to manifesting your deepest desires
- 🌙 Find key lessons you need to learn to guide you to your purpose.

**Your Moon Reading Reveals  
Innate Gifts, Hidden Abilities  
and Your True Personality**

**YES! SHOW ME MY MOON READING**

# WENDY YEHIA

## Embracing Transformation: A Journey of Healing and Empowerment

As a tech-savvy woman over 50, I am honored to share my personal journey as a mompreneur building my online coaching business while navigating the complexities of battling postpartum depression, mom guilt, and feelings of unworthiness. My story is one of resilience, self-discovery, and ultimately, empowerment.

I am originally from a quaint town called Rogersville, New Brunswick, located in Canada. My life's journey has taken me to the vibrant city of Cairo, Egypt. It was here, amongst the bustling streets and ancient wonders, that I began my path of self-transformation while embracing the roles of mother, Mompreneur, and holistic/spiritual healer.

As the proud mother of four beautiful daughters, whom I lovingly refer to as my "Goddesses in training." My journey into motherhood was a blessing with many trials. The traumatic birth of my first-born over two decades ago triggered a severe bout of postpartum depression, plunging me into a dark abyss of self-doubt, mom guilt, and despair.

For years, I grappled with feelings of unworthiness, undeserved and a profound sense of self-hate.

I've come to realize that Motherhood, is a profound transformation—a rebirth that reshapes one's entire perspective on life. While it is undeniably a gift, it is also the most demanding job for which nothing can truly prepare you. Yet, amidst the challenges, motherhood became the catalyst for a profound spiritual awakening within me. It prompted me to question my identity, life's purpose, and the deeper meaning of my existence here on Earth.

Reflecting back on my journey, I now understand that my struggles stemmed from some unresolved childhood traumas and experiences of sexual abuse. These traumas, left unaddressed, festered within me, manifesting as debilitating emotional burdens that colored every aspect of my life in a very negative way. It became clear that without the proper tools to cope and release these heavy emotions, they would continue to haunt me well into motherhood.



Recognizing the challenges faced by women in balancing motherhood with business aspirations, I found solace in email marketing. Despite initial hurdles, I discovered its power in connecting with my audience and driving business growth. By nurturing relationships and providing valuable content, I built trust and attracted clients.

### Harnessing Personal Power in the Online Arena

I am offering personalized coaching plans combining healing modalities to empower women on their journeys. My heart-centered approach focuses on self-love, releasing limiting beliefs, and boosting confidence. Joining my women's community Unleash Your Inner Goddess provides support and connection of sisters on the same healing journey!

**DIVINE FEMININE  
HOLISTIC WELLNESS  
COACH**  
Wendy Yehia

### Calling All Exhausted Moms: Join the Free 3-Day Breaking Free from Postpartum Depression Workshop!

Are you struggling with postpartum depression, mom guilt, or anxiety? You're not alone. Join my empowering workshop designed specifically for moms like you who are ready to break free from the grips of postpartum depression and straighten their crooked crowns.

#### What to Expect:

1. **Understanding Postpartum Depression:**
2. **Self-Care and Self-Love:**
3. **Coping and Healing Tools:**
4. **Releasing Mom Guilt and Fears:**

#### **Bonus Resources Included:**

**Workbook** - Dive deep into your healing journey with a comprehensive workbook filled with tips, tools, and empowering worksheets to help get you started.

*Take the first step towards reclaiming your joy, overcoming postpartum depression, and embracing the radiant Mama Goddess within you.*





ATTENTION: COACHES, CONSULTANTS, AUTHORS

# ***BUSINESS MASTERY VIP BOOTCAMP***

***A 4-week virtual training and implementation sessions focusing on the tech you need in your business. No more tech overwhelm, start growing your business right now!***

**BOOTCAMP FEE: \$197**

## **Classes Include:**

- **Week #1:** Week 1: Crafting Irresistible Lead Magnets
- **Week #2:** Week 2: Designing Stunning Landing Pages
- **Week #3:** Week 3: Mastering Email Sequencing Strategies
- **Week #4:** Week 4: Implementation & Optimization Workshop



*Ramona Myles*

TECH SAVVY WOMEN OVER 50

**Register NOW** Through March 30th, 2024 Orientation: April 5th, Classes beginning April 10 Weekly: 7am-10:30am CST via Zoom

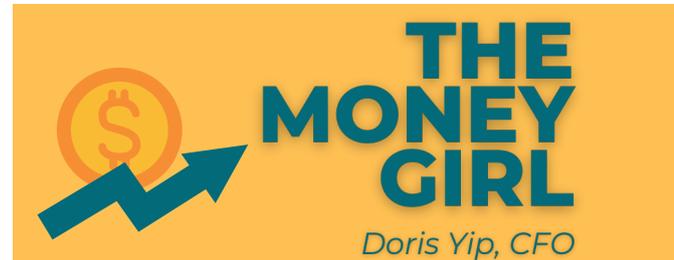
**REGISTER NOW**





# BREAKING THROUGH THE DIGITAL CLUTTER: HOW STRATEGIC EMAIL MARKETING FUELS FINANCIAL SUCCESS

Digital inboxes are flooded with countless messages, the challenge of making one's email marketing efforts stand out is more daunting than ever. This challenge was vividly embodied in the experience of my client, Natalie, a spirited entrepreneur who launched an online coaching company with high hopes, only to find her marketing emails lost amidst a sea of digital noise. Natalie's initial struggles with low engagement rates and minimal sales impact are not unique but echo the difficulties faced by many entrepreneurs in today's competitive digital landscape.



## *BE STRATEGIC!*

This narrative of challenge is not unique to Natalie but is a shared experience among entrepreneurs seeking to leverage email marketing to connect meaningfully with their audiences. The journey from viewing these efforts as mere costs to recognizing them as strategic investments embodies a significant shift in mindset, essential for understanding the pivotal role of email marketing in achieving business growth.

The turning point in Natalie's journey came with a significant shift in perspective, inspired by the broader implications of financial management and strategic planning in email marketing. As a CFO dedicated to empowering business owners like Natalie, I emphasize the importance of integrating email marketing into the broader financial and operational strategy of a business. This strategy transcends the traditional view of email marketing as a mere sales tool, showcasing its potential to enhance the company's long-term financial health and strategic objectives. It's about leveraging this powerful platform not just for immediate gains but for sustainable growth and engagement long term.

## *DEDICATED TO EMPOWERING BUSINESS OWNERS*

If you are struggling as Natalie did, I encourage you to embrace actionable strategies to overcome these challenges and harness the full potential of email marketing:

- 1. Segment and Personalize:** By tailoring email content to the diverse needs and interests of various audience segments, entrepreneurs can significantly boost engagement and drive superior financial outcomes.
- 2. Analyze and Optimize:** Utilizing analytics to assess the performance of email campaigns offers invaluable insights into audience preferences, facilitating informed decisions and strategic tweaks.
- 3. Automate for Efficiency:** Automation not only saves time but also ensures consistent and effective communication with the audience, leading to sustained engagement and potential revenue streams.
- 4. Integrate Financial Planning:** A strategic alignment of email marketing efforts with financial goals is crucial, taking into account the costs of acquisition, customer lifetime value, and their overall impact on the company's financial health.

Natalie's transformation from struggling with email marketing to mastering it as a key component of her business strategy illustrates the power of a strategic, integrated approach.

**CONTINUE ---->>>>**

# TECH SAVVY MEMBERSHIP

## ***Breaking Through the Digital Clutter: How Strategic Email Marketing Fuels Financial Success Cont.***

By viewing email marketing through the lens of a CFO, entrepreneurs can address the digital marketing maze with a clear focus on operational efficiency and financial prosperity.

My signature program, **"Visions to Financial Reality,"** a program that bridges the gap between financial management and business strategy, encapsulates this holistic approach. It empowers entrepreneurs to not only excel in email marketing but also to align their marketing initiatives with their financial and operational goals, paving the way for sustainable business achievement.

Strategic email marketing, aligned with financial objectives, can revolutionize how businesses engage with their audience and achieve prosperity. Natalie's journey from facing common marketing challenges to embracing a strategic, informed approach highlights the critical need for perspective shifts, strategic planning, and actionable insights. In today's business world, a CFO's role extends beyond traditional money management to weaving a comprehensive strategy that connects every piece of the business puzzle, guiding it towards a sustainable and financially sound future.

Feel the power of connection with like-minded women who share your passion. Our magazine isn't just about content; it's about fostering a sense of belonging and support. Join a vibrant community that understands and celebrates your journey.

From the Beginner, Growth, or Ready to Scale woman, Tech Savvy Business Formula is the core of this community. Collaboration at any of the three phases of your business can take you to your next level.

Become a member and reap the benefits of community support, training, get your basic tech questions answer, and special membership pricing of Tech Savvy's products and services.



**APPLY NOW** 

This community is not only a learning space but also a platform for networking and affiliate marketing collaboration.

**April's issue Coach of the Month is Doris Yip, AKA, the Money Girl! Make sure you are subscribed to gain insight on where the weaknesses are in your business that cause loss of funds in places you never thought to look, from the #1 Money Locator!**

# ACKNOWLEDGMENTS

CONTRIBUTORS >

ISSUE #4 >

## MY GRATITUDE

I want to give thanks to all of the amazing women who worked diligently to create articles that are captivating and shared their expert experiences with you, our readers.

Thank Barbara for all of your time spent with me as you trusted my guidance in assisting in creating your mockup for your Lead Magnet and your willingness to be a student as you learned how to set up your funnel, giving your readers a chance to learn from your personal experience in finance in preparation for retirement security.

To our readers, thank you for your continued support and engagement. Your enthusiasm fuels our mission to create a space where women over 50 can thrive, learn, and connect in the ever-evolving world of technology and business. As we celebrate the achievements and wisdom shared in this issue, let's look forward to the continued growth and collaboration that defines the essence of Tech Savvy Women Over 50.

**With gratitude,**

*Romona Myles*



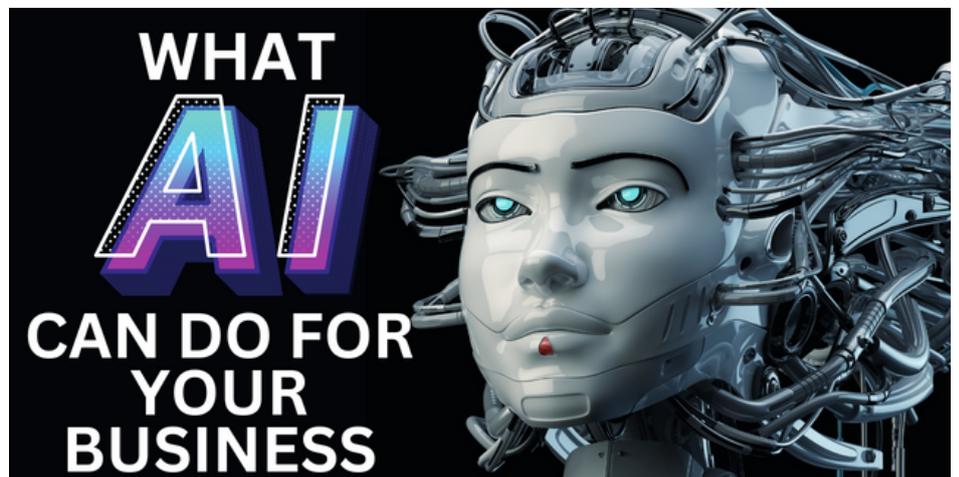
## SOCIAL MEDIA MARKETING

Get ready to elevate your digital presence and amplify your business reach as we dive into the dynamic realm of Social Media Marketing in our upcoming fourth issue. Whether you're a seasoned social media maven or just stepping into the digital landscape, Issue #4 is your go-to guide for unlocking the full potential of Social Media Marketing. Stay tuned for a curated blend of

insights, trends, and actionable steps to enhance your social media game and propel your business to new heights.

Ready to make waves in the digital sphere? Join us as we explore the art and science of Social Media Marketing in our next empowering issue!

Discover expert strategies, insider tips, and real-world success stories from entrepreneurs who have harnessed the potential of social platforms to grow their brands.. Take a look at how AI can assist you in your process of growth.



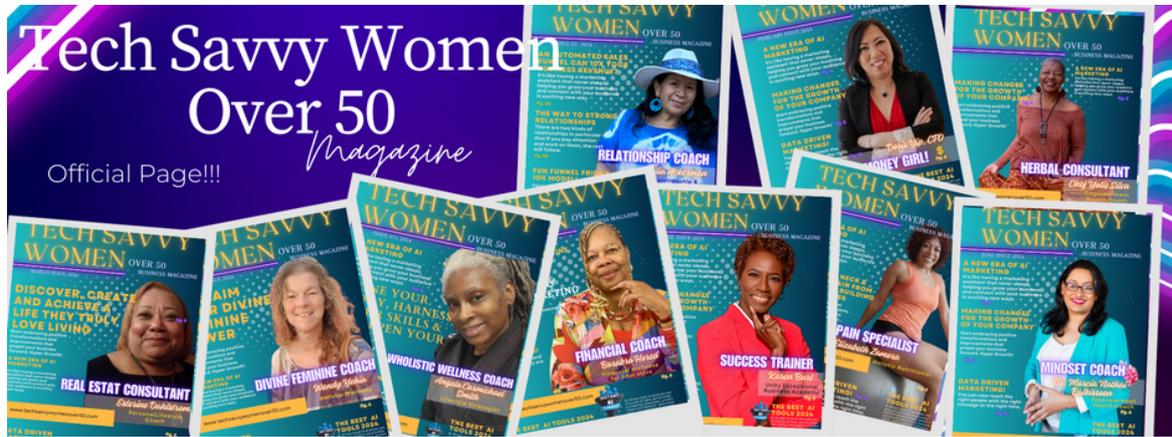
AUTOMATION >

## GRAB YOUR AUTOMATED SALES FUNNEL

In the transformative world of Automated Sales Funnels, you can unlock the key to a seamless, efficient, and results-driven sales process. Learn how to navigate the intricacies of sales automation, streamline customer journeys, and elevate your conversion game. Get ready to witness the power of strategic automation as we demystify the art of creating sales funnels that work for you, allowing you to focus on what you do best—growing your business. In Issue #4, we will deep dive into the funnel and how it can increase your sales.

# Unveiling Tech Savvy Women Over 50 Magazine: Your Gateway to Empowerment and Collaboration

In the dynamic world of online technology, women over 50 are not just keeping up; they're leading the way. Tech Savvy Women Over 50 Magazine is more than just a publication; it's a thriving community designed to empower, connect, and elevate your journey in the online space.



## Elevating Your Journey:

*Stay Informed and Inspired*

Discover a world tailored for women over 50 in tech. Our curated content is your go-to source for staying informed and inspired. From the latest industry trends to success stories, we've got you covered.

*Learn and Grow*

Tech Savvy Women Over 50 Magazine is your companion on the path to skill enhancement. Dive into articles that demystify tech concepts, providing valuable insights and knowledge to keep you ahead in the ever-evolving tech landscape.

## Nights in Paris

"Nights in Paris"  
16" x 20"

