

TECH SAVVY WOMEN

OVER 50

BUSINESS MAGAZINE

A NEW ERA OF AI MARKETING

It's like having a marketing assistant that never sleeps, helping you grow your business and connect with your audience in exciting new ways.

Pg. 4

HOW TO RID NECK & SHOULDER PAIN FROM LONG HOURS BUILDING YOUR BUSINESS

Start embracing positive transformations movements for the long days you are working on your business...

Pg. 8

PAIN SPECIALIST

Elizabeth Zamora

Holistic Nutritionist

www.techsavvywomenover50.com

Pg. 6

DATA DRIVEN MARKETING! Pg. 12

You can now reach the right people with the right message at the right time,

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.

Pg. 10



Editor's Note

I am in my element right now, in my ZONE! As I sit down to write this note with an actual pen, my heart is beaming with gratitude. In the dynamic world we navigate daily, time is our most precious asset, and the fact that you've chosen to spend a moment of yours with this magazine fills my heart up with immense joy.

My mission is for this magazine and membership to be a space where you can grow your business, learn and meet with other amazing women. Your time and efforts to be apart of this journey means more to me than you will ever know. My goal is to thrive and hold space for you to do the same. I'm looking forward to collaborating with you as you find your road to your destiny and unapologetically be able to stay in your lane with no pressure.

"How do you express yourself? The parts of you that you do not allow to be express create experiences you do not necessarily want!"

Romona Myles

TECH SAVVY WOMEN OVER 50

Becoming your Own Brand 12 Month Series

Every month, we will take a deep dive with AI and go through case studies to understand different components of our business.

Main Focus

- | | |
|---|--|
| 1
Finding Passion and Purpose | 2
Building a Recognizable Brand Identity |
| 3
Balancing Online and Offline Presence | 4
Evolving as a Brand Leader |

Case Studies

- 01.** Sarah
SELF-DISCOVERY/DEFINING YOUR BRAND
- 02.** Janice
CRAFTING YOUR BRAND IDENTITY
- 03.** Emily
ONLINE AND OFFLINE PRESENCE
- 04.** Susan
CONSISTENCY AND GROWTH

[DOWNLOAD](#)

BECOMING YOUR OWN BRAND IN MLM:

A STEP-BY-STEP GUIDE

Prepared by
Romona Myles

If you are looking for growth,
just contact me.

AUTOMATION



Become a Live Chat Assistant
\$25 - \$35 per hour

SOICIALSALEREPR

[Apply Now](#)

A NEW ERA OF AI MARKETING

There's a new era of AI Marketing upon us, and it's time for businesses to embrace it. Artificial intelligence has come a long way in recent years, and it's now playing a vital role in marketing strategies. With AI, businesses can gain valuable insights into their customers' behavior and preferences, which can help them to deliver more personalized and effective marketing campaigns.



One of the key benefits of AI marketing is its ability to automate repetitive tasks. This frees up marketers to focus on more creative and strategic work, such as developing new campaigns and analyzing data. With AI, businesses can also optimize their marketing efforts in real-time, adjusting their strategies based on customer feedback and engagement. Another advantage of AI marketing is its ability to analyze vast amounts of data quickly and accurately. This can help businesses to identify patterns and trends that they may have missed otherwise. AI can also help businesses to segment their customers more effectively, allowing them to tailor their marketing messages to specific groups.

Of course, like any new technology, AI marketing comes with its own set of challenges. One of the biggest concerns is around data privacy and security. As businesses collect more data on their customers, they must ensure that they are handling it in a responsible and ethical manner. It's also important for businesses to be transparent about their use of AI and to educate their customers about how it works.

Go to <http://instanttafunnels.com> to learn more!

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Former body builder, chronic pain specialist, holistic, medical intuitive coach

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Coach of the Month

Elizabeth Zamora



In the fast-paced world of online entrepreneurship, the exhilaration of building a business often comes hand in hand with the strain of long hours spent at a desk or hunched over a laptop. As fellow solopreneurs, we know that the pursuit of success can sometimes leave us with a less welcome companion – persistent neck and shoulder pain.

Meet Elizabeth Zamora, a seasoned practitioner of Shamanic Healing for Pain, who brings a unique perspective to the table. In this article, she shares invaluable insights on how online business owners can bid farewell to the discomfort and rediscover the joy of their workspaces.

HOW TO RID NECK & SHOULDER PAIN FROM LONG HOURS BUILDING YOUR BUSINESS

Elizabeth Zamora is a Pain Specialist who is also a Medical Intuitive – Holistic Nutritionist who works with healing Chronic Pain and uses No MEDS, how? She is a Shamanic Healing practitioner specializing in pain relief. Connect with her for a transformative experience in her private community here:

[Continue reading -->](#)



EVERYTHING YOU NEED

to Create your Mini Course for your Lead Magnet

START NOW!



Strategic Video Marketing 5-day Workshop: Align with your Tribe and Make More Spirit Lead Connections.

Day 1: Introduction and Setting the Foundation -Topic Clarity

Day 2: Planning Your Mini Course - Outline

Day 3: Creating Compelling Video Content - Developing your Lessons

Day 4: Building Your Online Presence - Tools & resources

Day 5: Launch and Monetization - Roadmap to Success

Video Marketing Can Change Your Business!

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: Pain-Free 5-Day Challenge

SIGN UP

SHAMANIC HEALING!

WITH ELIZABETH ZAMORA

HOW TO RID NECK & SHOULDER PAIN FROM LONG HOURS BUILDING YOUR BUSINESS



***Pain Specialist
Medical Intuitive - Holistic Nutritionist
Healing Chronic Pain No MEDS***

Presenting a journey to a pain-free life with my transformative 3R's System: Repair-Restore-Recovery.

With a personalized blueprint tailored just for you, witness how chronic discomfort fades away, making room for your body's true potential.

Think of it as a touch of magic for your well-being, setting you on a path to empowerment and optimal health.

Let's work on alignment, strength, and balance to keep those muscles happy!

Your journey to a pain-free life starts here.



STAY ON TOP

AI TOOLS

COACHES

COURSE
CREATORS

AUTHORS



AI Tools for your Online Business

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

1 CHATBOTS AND VIRTUAL ASSISTANTS:

- **Chatbot.com** <https://www.chatbot.com>
- **ManyChat** <https://manychat.com>
- **Dialogflow** <https://cloud.google.com/dialogflow>

2 EMAIL MARKETING AUTOMATION

- **aWeber** <https://mailchimp.com>
- **ActiveCampaign**
<https://www.activecampaign.com>
- **ConvertKit** <https://convertkit.com>

3 SOCIAL MEDIA MANAGEMENT

- **Hootsuite** <https://hootsuite.com>
- **Buffer** <https://buffer.com>
- **Later** <https://later.com>

4 CONTENT CREATION AND WRITING

- **OpenAI's GPT-3** <https://openai.com>
- **Copy.ai** <https://www.copy.ai>
- **Writesonic** <https://writesonic.com>

5 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- **HubSpot** <https://www.hubspot.com>
- **Salesforce** <https://salesforce.com>
- **Zoho CRM** <https://www.zoho.com>

Instagram

IMAGE SIZES CHEAT SHEET

FREE

PROFILE IMAGE
110 x 110 px

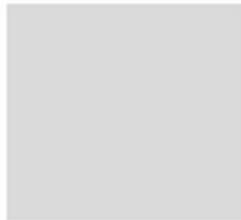


PHOTO THUMBNAILS
161 x 161 px

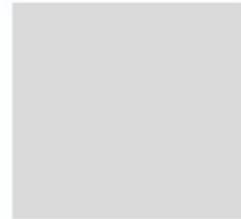
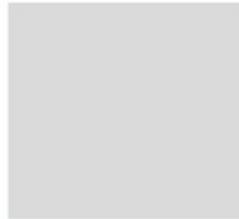
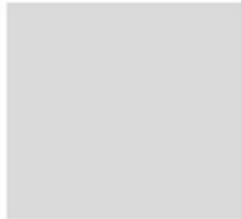
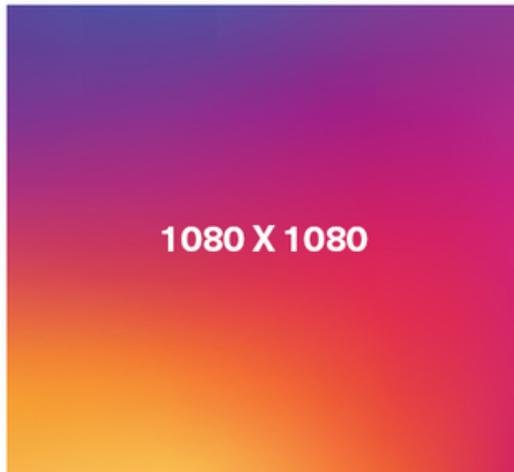


PHOTO SIZE
1080 x 1080 px



INSTAGRAM STORIES
1080 x 1920 px

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!



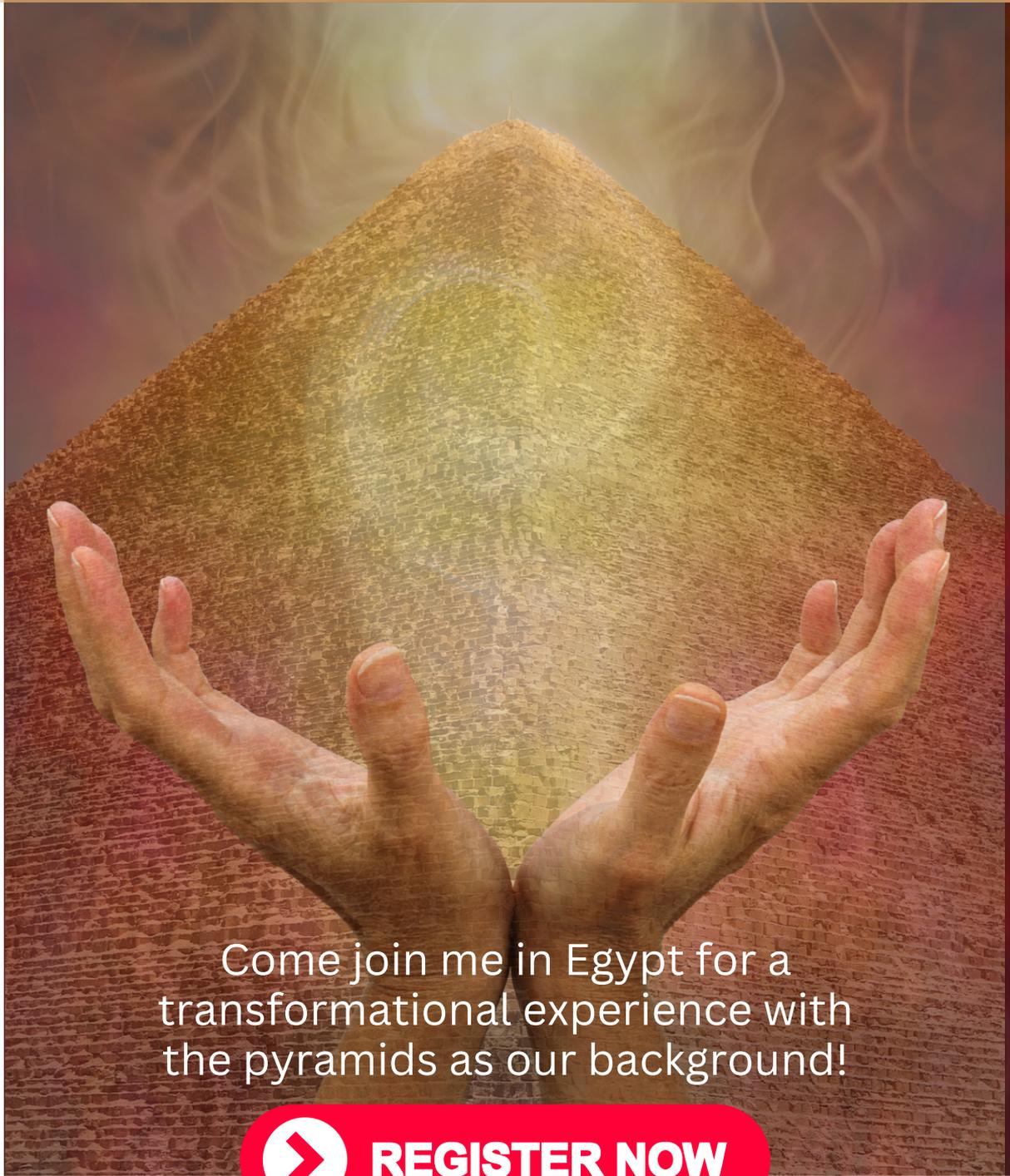
08:08



20:22

Automate your Sales Funnel!

SAVE THE DATE



Come join me in Egypt for a transformational experience with the pyramids as our background!



REGISTER NOW

THE HEALING POWER OF WOMEN SUMMIT, EGYPT 2024

3 Days in Cairo...4 Day Retreat in Aswan, Egypt: Root work & a Grounded Healing Experience.

BARBARA HEROD

THE QUEEN'S OF WEALTH BUILDING COMMUNITY



SLAY YOUR FINANCIAL GOALS AND BUILD THAT EMPIRE!

When you become more aware and passionate about your financial education and wealth building, you will begin to attract other like minded individuals and your behavior and conversations change. Your circle of friends become your circle of influence in the direction of financial gain.

Imagine transforming your financial future by changing the way you look at your budget.

Learn how to make your money work smarter, not harder by managing your business and personal cash flow.

Hello, I'm Barbara Herod and I can help you simplify tracking your income and tax deductible business expenses so you can minimize your taxes, save time, and find hidden money. Allow me to be your support system, successful strategy to maximize your your financial future!

CROWN YOURSELF AND LEVEL UP YOUR FINANCIAL GAME!



FINANCIAL WELLNESS COACH

Barbara Herod

The Queen of Wealth Building

Love spending time reading, writing, watching action movies and comedy.

My passion is helping others turn their financial dreams into reality; using proven strategies.

My ideal client is an individual who aspires to create generational wealth, is receptive to guidance, and is prepared to invest in their financial future! I have 8 plus years helping others find Financial Peace.

I am eager to connect with individuals seeking to live their best life while maintaining a budget-conscious lifestyle.

FREE 30-Minute Talk
Phone: 915-471-4698

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



Beautiful Acrylic Paintings from a Mississippi Artist.

I developed a passion for painting when I was in Jr High School, I took up a Art class. As I gradually learned simple techniques and how interesting things looked once a project was complete.

I totally fell in love with the experience of being able to create something that is unique and eye catching. I took a few classes in my early teen years and mostly self taught when I became an older adult. Art puts me in a calm and free feeling state of mind. I honestly received during my younger years that I was given a gift to be able to express through creating.



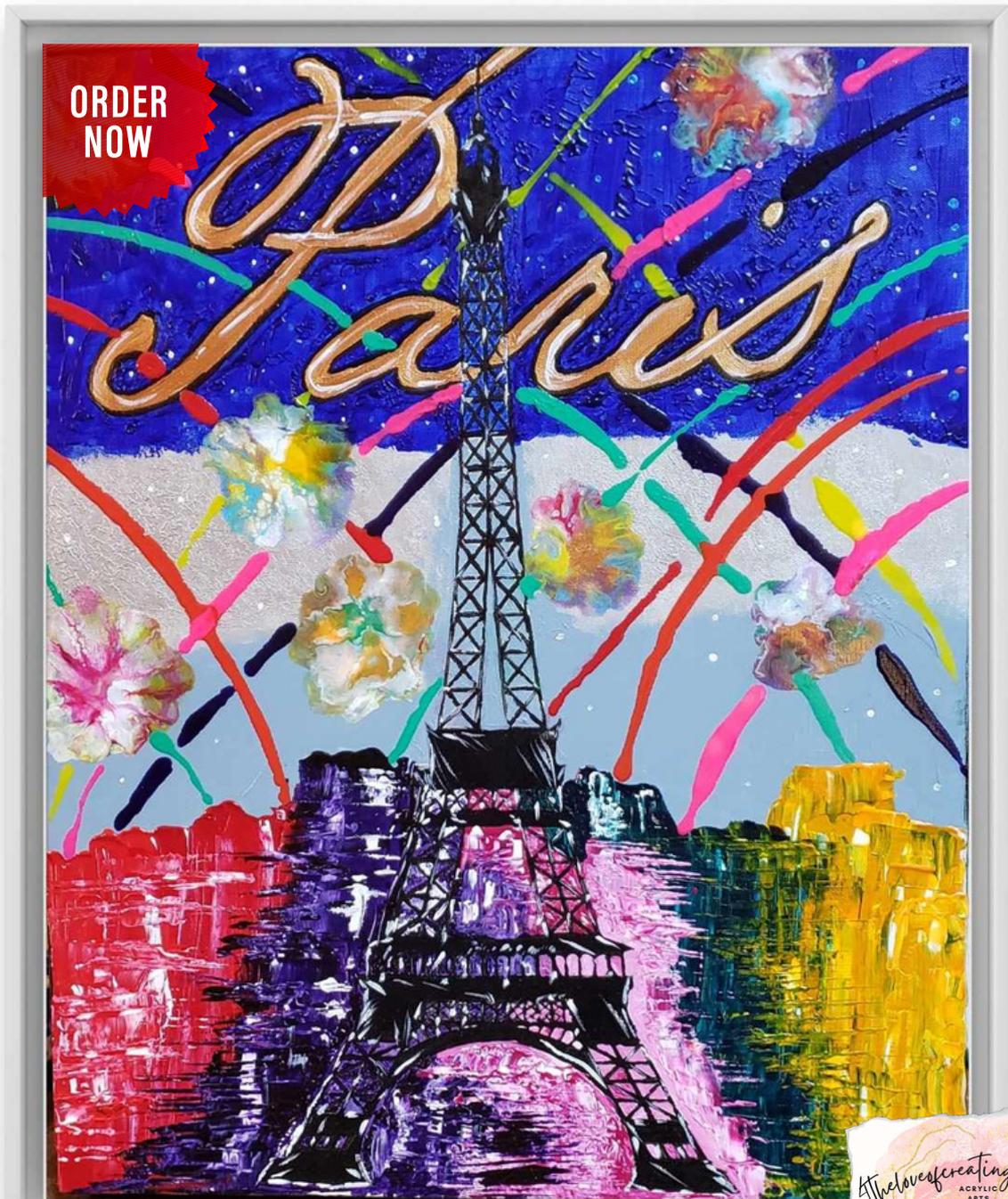
In 3 to 5 years, I'm looking to be a part of the Art community teaching others how to create with simple techniques. Im also reaching to have my Art marketed by others to add beautiful creations to their homes, place of businesses, schools, hospitals, hotels..its a never ending possibilities.

Tiffany Sutton

**Same piece, different perspective!
Art can be so magickal!**



Nights in Paris



ORDER
NOW

"Nights in Paris"
16" x 20"

The Love of Creating Art
ACRYLIC
ARTS
Acrylic Art

Fierce Thoughts Collection "Whirlwind"

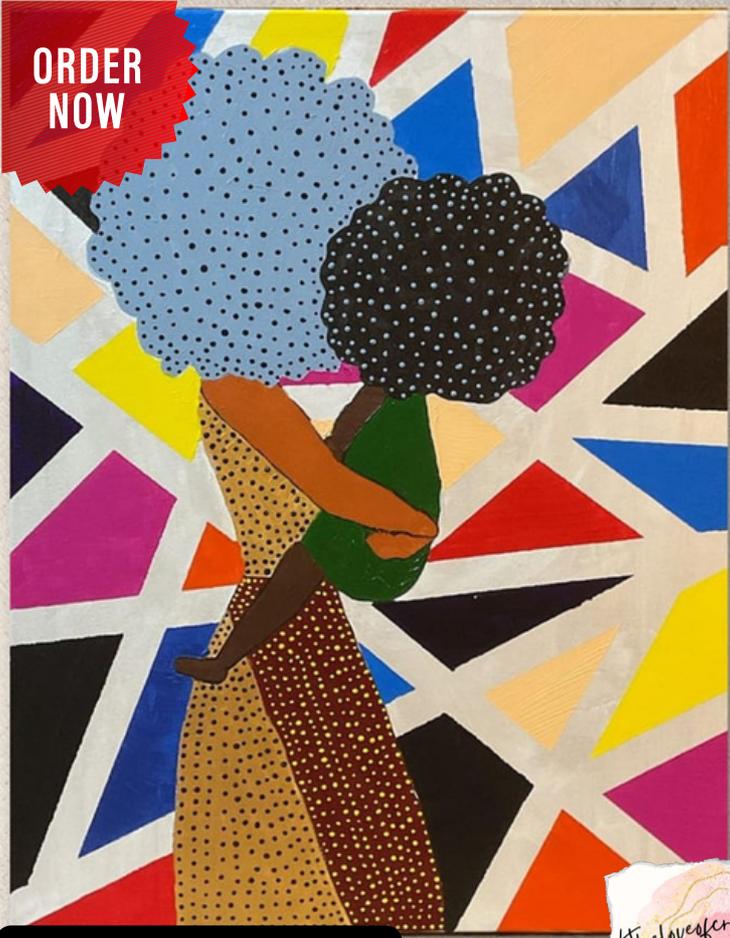
ORDER
NOW



At the love of creating Art
ACRYLIC
ARTS
Acrylic Paint

"Let Go"
9" x 12"

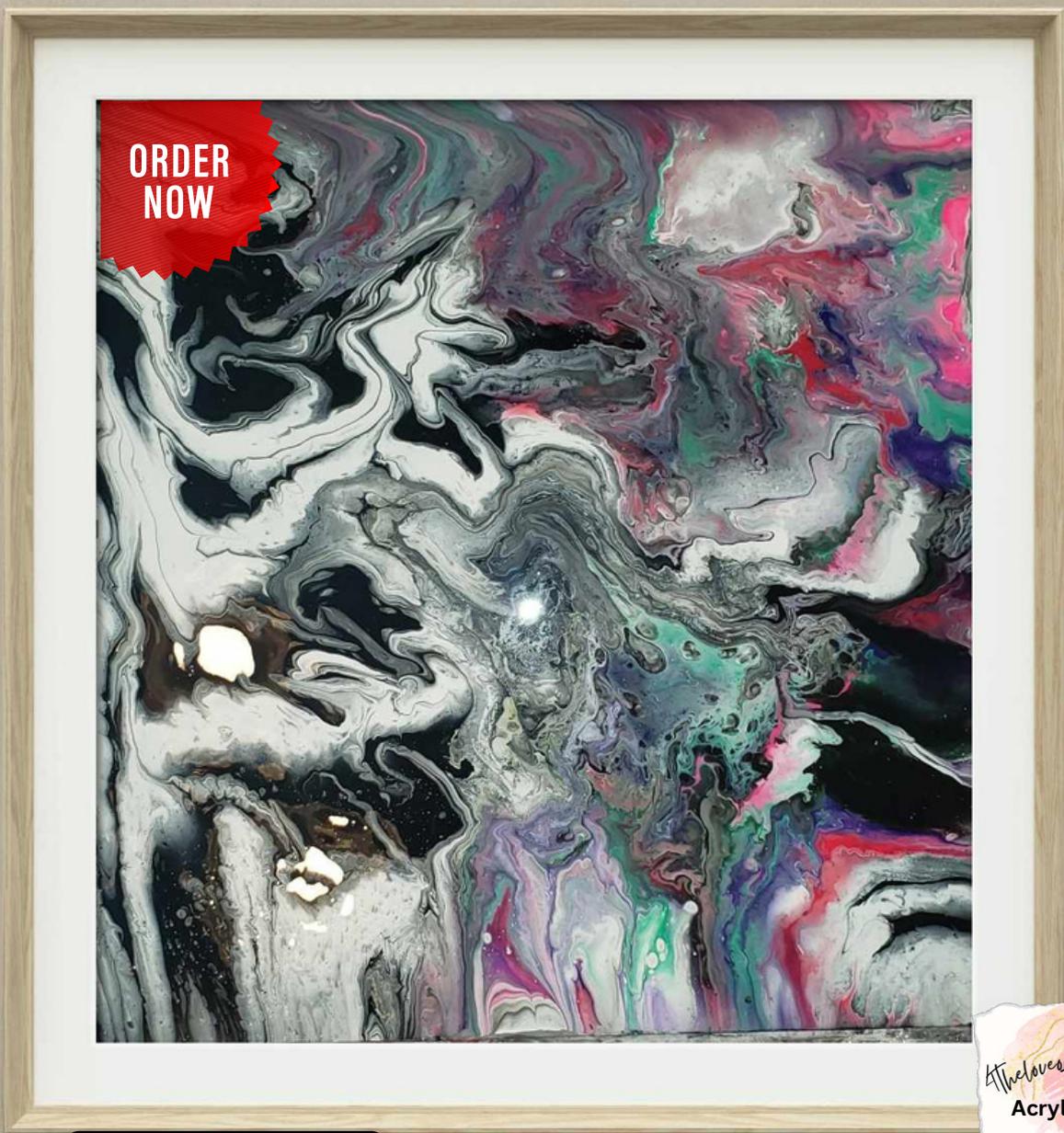




**ORDER
NOW**

"Unconditional Love"
18" x 24"

The Love of Creating Art
ACRYLIC ARTS
Acrylic Art

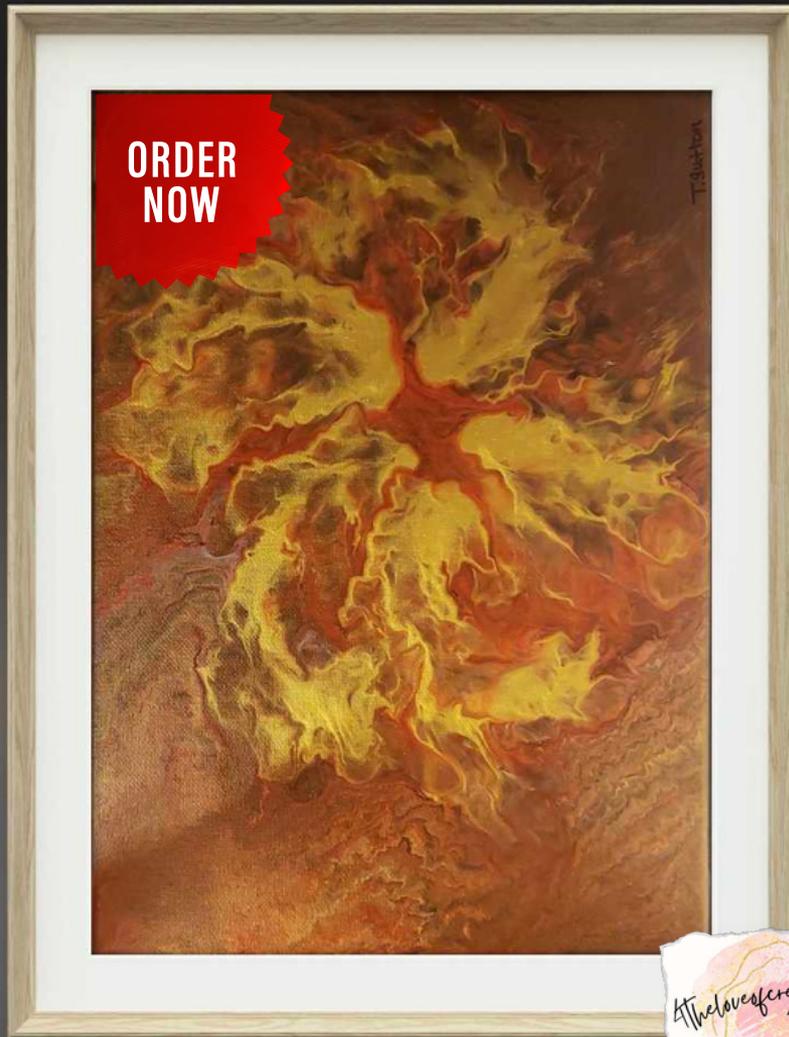


"A Beautiful Pour"
12" x 12"

theloveofcreating
ACRYLIC ARTS
Acrylic Fluid Art



Fierce Thoughts Collection "Fire"



ORDER
NOW

"Fire"
9" x 12"

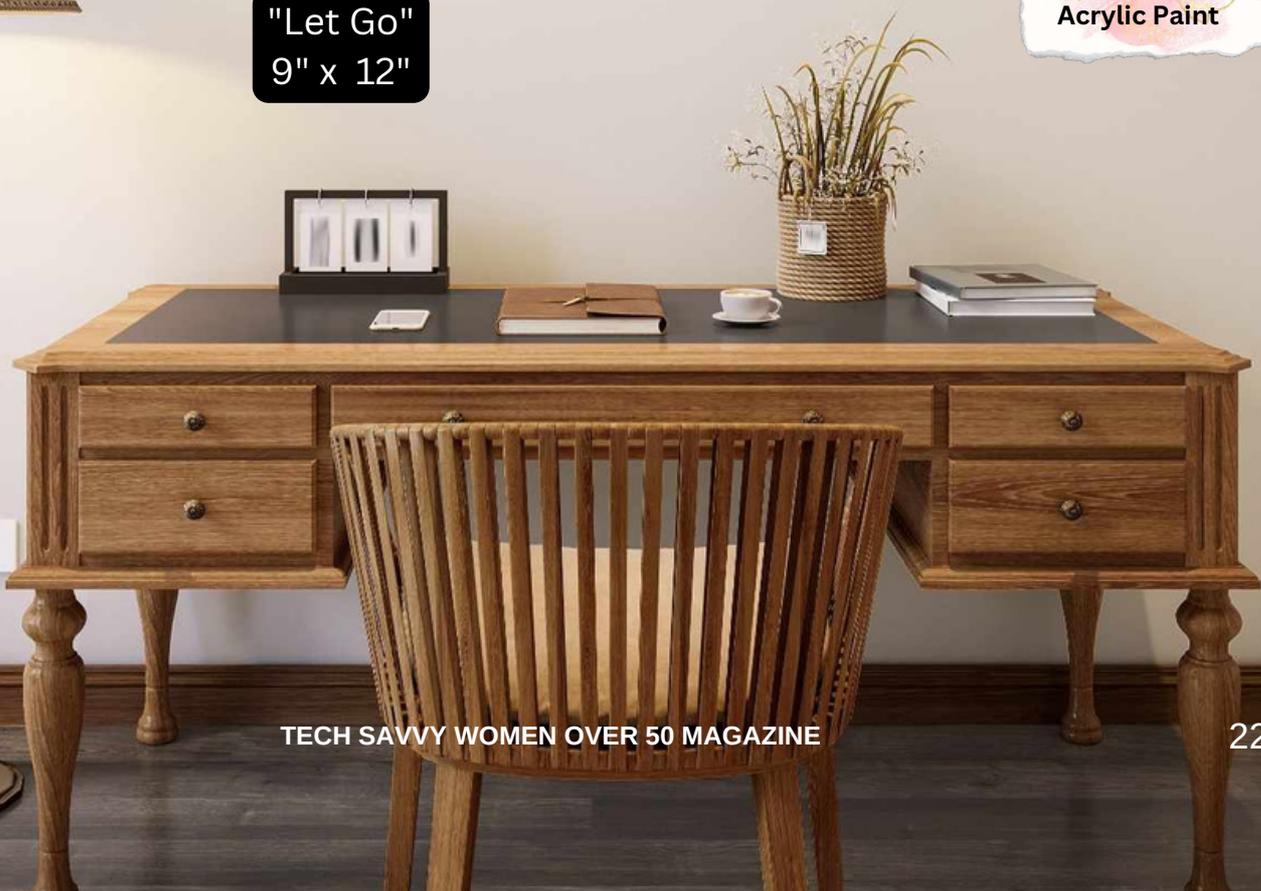
AtTheLoveCreating4u
ACRYLIC
ARTS
Acrylic Fluid Art

Firece Thoughts Collection "Let Go"

ORDER
NOW



"Let Go"
9" x 12"



YOLIE SILVA

REDEFINING HEALTH AND NUTRITION GLOBALLY SINCE 2019



A CERTIFIED HOLISTIC CHEF

Chef Yolie Silva

A Symphony of French/Creole Cuisine and Functional Nutrition

Hey there, beautiful souls of Tech Savvy Women Over 50 Magazine! I'm Yolie Silva, a Certified Chef, Herbalist, and the heart behind Aging With Health LLC.

Allow me to take you on a journey through flavors, wellness, and the infinite possibilities of aging with grace.

AGING WITH HEALTH

Do you feel exhausted, acidic, or suffer from frequent headaches? These symptoms can progress to more severe conditions like gut ailments, diabetes, osteoporosis, cardiovascular problems, and more. But do not despair my dear. If you are experiencing any of these, it's high time to seek professional guidance on how to balance your advancing years with the right kind of nourishment.

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



FITTER . HEALTHIER . HAPPIER

As an Herbalist, Chef, and Empowerment Health Coach, I understand that the human body's nutrient requirements change significantly as we age. With time, our body loses its natural ability to absorb and synthesize specific elements, which can cause deficiencies, leading to a decreased quality of life.

Yolie has been offering a wide range of healthcare and wellness services across the globe since 2019.

She offers free in-personal consultations with her clients, especially those with diabetes or high blood pressure, to advise them on their cooking habits and dietary intake.



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.

MARCIA NATHAI-BALKISSOON

Here's a Powerful Approach to Change Your Life for the Better



by Marcia Nathai-Balkissoon, Ph.D.,
Level Up and Thrive Coach

Maybe you ran out of time in the busyness of the holiday season, and didn't get to pause long enough to set your New Year Resolutions. Maybe you chose to stay away from setting yourself up for failure by simply not setting pie-in-the-sky must-dos that you wouldn't keep up for even the first month. Maybe it feels like idiocy to be a sheep who sets out to create a better you, just because everybody else decided January 1 is the best time to kick-start such a journey.

Well, whatever your situation or rationale, it's almost certain there's some area in your life that could do with a good up-leveling. And, of course, you can start that up leveling whenever you want to, whether that's at the stroke of midnight on January 1, on your birthday, or not until 3:12 p.m. on some random date of the year, that appeals to you.

What matters is not that you join the bandwagon in timing your efforts to improve, but that you don't give up on helping yourself to get more joy and fulfillment out of your own life. That's how I explain what I think it means to thrive in my life, and I do believe we are all deserving and capable of doing so even with whatever big challenges we are facing at work, in our relationships or finances or health, or at home.

There is something much more important than making a list of 10 or 20 resolutions to start living an almost impossibly perfect life as the clock clicks over to start a new year. That is to support yourself to make small improvements in just a few areas that will meaningfully improve your experience of your life, AND that you will be able to keep on doing them, so the level ups become your norm.

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

Marcia Nathai-Balkissoon

LEVEL UP AND THRIVE

So, try this instead. Ask yourself what are the 2 or 3 areas of your life where you experience the most worry or frustration or some other kind of pain. Then, for each of those areas, decide on one small change YOU can make in your thinking or behaviour that would improve how life feels to you.

YOU CAN START NOW!

i provide helpful insights in the areas of how to Level Up and Thrive. Over come your challenges!

Join Marcia's community to learn more!

JOIN NOW

WOMEN OF VISIBILITY GET LIVE ONLINE



Look Better on CAMERA!

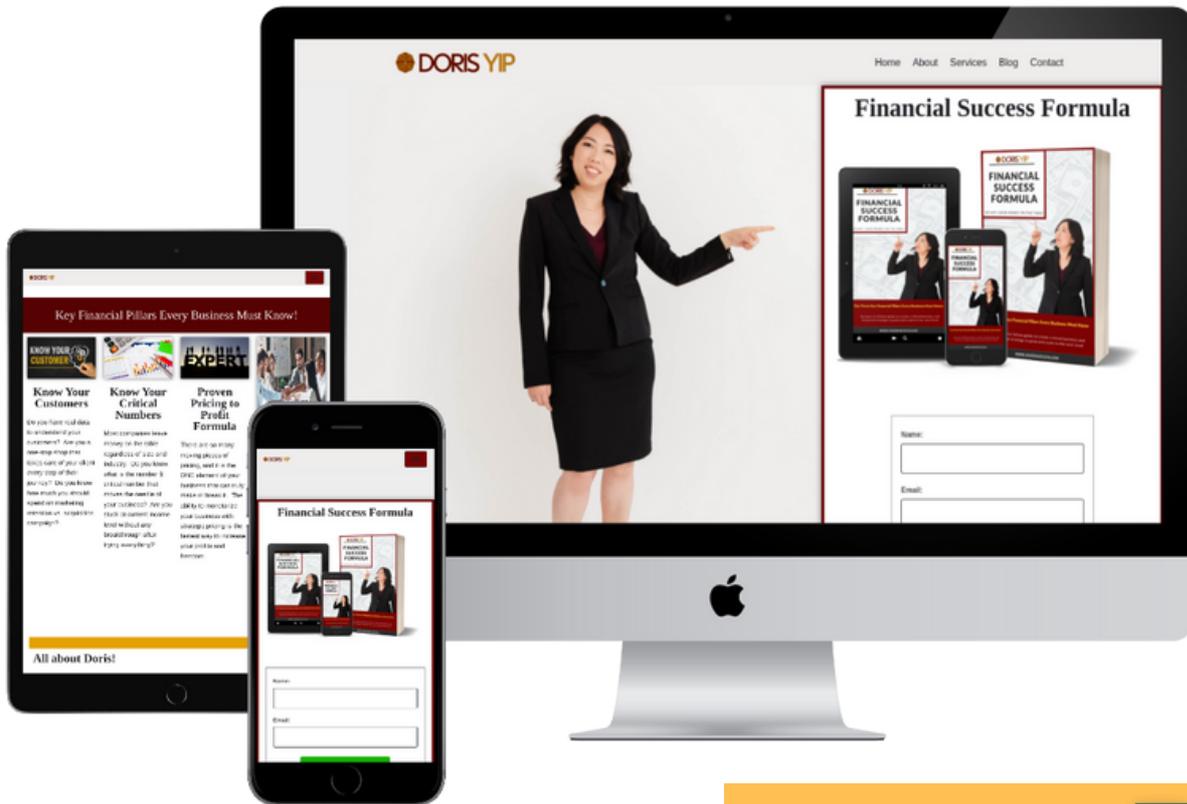
MADGICAL SISTERS

NOT THE KARDASHIANS

Encouraging women 40+ to get live online, monetize their wisdom, by being magnetic on video & visible AF. Learn powerful video secrets can create magnetic client attracting content.

The 5 Keys To Magnetic Videos **FREE**
Guide Will Help You...





Know your customers, know your numbers, and know your team

In this three part series, Doris dives into the first key to financial success: understanding your customers inside out. It's not just about knowing their names; it's about having the real-deal data to get the lowdown on customer insights. Think market segmentation—diving deep into demographics, geography, and psychographics. We're talking about the nitty-gritty of how we target, attract, snag, and turn leads into full-fledged customers. It's knowing the ins and outs of purchasing patterns, the average dough each client brings in, and the magic behind marketing and content that turns casual viewers into die-hard customers.

Where are your Customers?

And hey, it's not just about the now; it's about knowing where your customers are coming from—tracking the sources of your customer traffic. Throw in a bit about customer tenure, especially for those rocking the membership business model.



Customer Retention

Now, let's talk real-life concerns: Ever wondered how much you should splurge on marketing to keep those customers coming back? Or how much you should toss into customer retention versus hunting for new ones? Well, that's where we come in. We roll up our sleeves with our clients and set up a weekly tracking system for customer insights. Why? So they can make spot-on decisions at the drop of a hat. The result? Happy, loyal fans because our clients are offering products and services that the crowd craves—thanks to real-deal data insights, not just gut feelings. It's all about being on the pulse, making moves, and turning customers into true-blue fans. Let's do this!

Download Doris's **FREE** Guide!

<https://visionarycfo.com/contact/>

2 DAYS

| BUDDY UP

| TWO FOR ONE

VIP

INTENSIVE



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

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



LIVE

PODCAST

Life Along the Nile Magazine Presents



The Healing Power of Women Summit Discussion



With:
Romona Myles

Every
Thursday

SPONSORED BY:



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Only on

www.lifealongthenile.com/podcast

*Be a Guest
on the Show!*



Work from HOME

Opportunity



**\$25 USD
PER
HOUR**

CUSTOMER SUPPORT CHAT JOB

GET PAID

\$25 per hour

APPLY NOW

SOCIALSALEREP.COM

Chat for cash? Yes please!

Do you want to take your online job from virtual to reality? Now is your chance if you are looking for a fun and rewarding way to make money from home. Live chat assistants are in huge demand worldwide right now.

These are no ordinary jobs as they involve answering customer questions, providing sales links, and offering discounts, which means a lot of opportunities for growth in this field. The hours will vary each week, so there are always times when it would fit your schedule, even if you already have another job!

We don't require any qualifications other than a device that can access business chat functions such as social media and website chat functions like phones, tablets, or laptops. As long as you can follow instructions and work independently, have a reliable internet connection, and work from your country, this could be the perfect opportunity for you.



KAREN BURT

Founder, Unity Exceptional Business Academy



Karen Marsh Burt is a Thought-Provoking Trainer and Strategist, dedicated to help others excel and reach their maximum level of potential.

Her Signature program entitled: "Goal Setting Intentionally" provides a step-by-step process to equip and teach clients how to break through barriers and walk in their purpose and ultimate life vision by not only establishing their goals but exceeding expectations that are in alignment with their life vision.



THOUGHT-PROVOKING TRAINER AND STRATEGIST

Karen Burt

The #1 Unity Exceptional Business Platform to help women to overcome fear, doubt and insecurity so they have increased courage, confidence and self-love while living life with Passion and Purpose.

Karen's mission is to help you be **HIGHLY PROFITABLE!**

Connecting with her you allow you to be an exceptional top level, multi-faceted business established to promote your products and services through marketing & advertising strategies.

[Are You Ready To CHANGE THE WORLD & BECOME THE PERSON You've Always Wanted To Be?](#)

COMPANY BRANDING, COACHING, TRAINING & TEAM BUILDING.

****Stop waiting for others to validate you and confirm your success.***

• You have everything you need to obtain Whatever You Desire NOW!

• YOUR PAST DOESN'T DEFINE YOU NOR DICTATE YOUR FINISH...

JOIN NOW



Free KEMETIC Biz Reading

Kemetic Deity Readings



🔮 Dive into the mystical world of Kemetic Deity Readings with Romona! 🌌
Curious about the divine energies guiding your path? Discover the profound connection between your birth name, zodiac, and ancient Kemetic deities.



Free Mini-Reading



TECH SAVVY MEMBERSHIP

Connect with The Community

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.

February's issue Coach of the Month is Karen Burt! Make sure you are subscribed to gain insight on business development from the #1 Success Trainer!

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.

GRAPHIC DESIGN
for Coaches

Get the targeted Graphics you need for your Coaching business!

**EBOOKS
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WEBINAR SLIDES
WEBSITE
MOCKUPS
CHALLENGE AND
WORKSHOP
GRAPHICS**

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www.techsavvywomenover50.com

MODULE #1
SET UP YOUR WORDPRESS FOR BEGINNERS

Module #1 Introduction