

LEAVE YOUR MARK.

THE IMPACTFUL ADVISOR

MAKE AN IMPRESSION.



Which voice wins?

Dear Friends,

This month is, for me, a time to seek and appreciate those little moments of magic: reminders that I am on the right track, evidence that I am not alone in this work, inspiring messages that appear on social media, and even having lost objects suddenly turn up. When I pay attention, even my dreams are sending me love and support. ***It is the time of year when I most need to listen and to trust.***

But it takes effort to get myself to that place.

January is annually a time of panic for me. I have no live speaking events scheduled (because all my people are busy doing either taxes or yearend client work). My last year's training classes are over and the vendors I work with are making their plans for next year. It's quiet. Crickets (if you can have crickets in email). That's much too quiet for someone like me who not only needs connection to other people but who also has to cover payroll in her own small business. *Rather*

than being grateful for the respite from the chaos of last year, my mind goes directly to fear:

*"Where will the work come from? **Am I still relevant?** Does anyone need these services?*

Everyone is talking about advisory all of a sudden - how can I compete? Who do I think I am, anyway? Maybe people don't like basset hounds or grits! I am seeing so many new powerful speakers in our profession (which I celebrate 🎉), maybe I am just too old."

And on and on it goes.

That fearful, judging voice is the one I defined as my **Inner Nun** in my [2011 TEDx talk](#). That talk was the same one that helped me define my **other** voice, the real me, the positive caring one, as my **inner basset hound**. It also helped launch my keynote career.

And now my Nun says, "So what. That's old news, what have you done lately?"

After that talk, I began a journey to inspire others, while also seeking to gain insights into myself - to try to lower the volume on that **Inner Nun** and to give my basset more room to frolic. I have learned so much as a result of my journey and find myself having experiences that I could have never dreamed of.

My Nun turns up the volume now, "but there are bills to be paid, people to reach... how will you manage? You need to start drumming up work. Stop your whining."

This is when I turn to that inner small basset hound voice and remember to trust. I meditate and change my focus. I pull out [inspiring books](#) and reread passages. I think of all that has gone right over the past year and of the wonderful people I have met. That fills me with joy and gratitude. I appreciate the magic of reading a novel and finding a polenta cake recipe inside (more details below). I thrill at the possibilities presented from reading a new book on accounting from dear friend [Penny Breslin and seeing mention of Edi Osborne](#) and the [Level 5 training](#) I am offering. I notice the basset hounds that appear on Twitter at just the right moments. I appreciate the magical time with friends and the loving family that supports me. I just talked to my amazing, always supportive 88 year old Mom. I am filled with love.

My basset hound tail starts [wagging](#).

Which voice are you listening to?

If January storms, lingering Covid, or overload with client work and exhaustion sends you to a similar place of fear, look for signs that you are not alone. It could be someone else's post that gives you comfort. Or it might be a card that arrives at just the right moment or a call from a friend. Once you shift your focus, you will see the magic that is all around you. If you need help making that shift on your own, please reach out - [to me](#) or to someone. You are not alone. I hear you. I appreciate you.

At this moment my Nun is busy eating a big bite of [Sicilian Lemon Polenta Pound Cake](#) (see below), while softly petting my basset hound.

We both send big-eared, slobbery love your way,

Geni

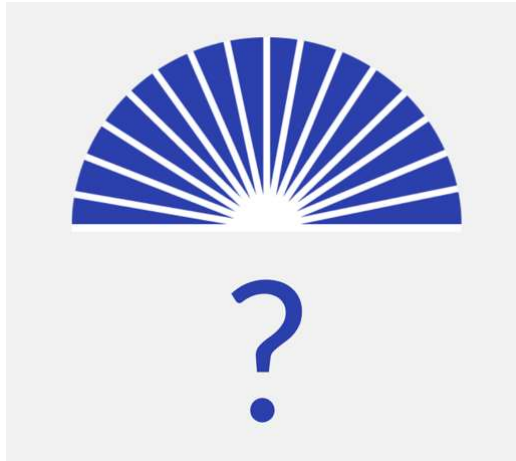


Intro Webinar: Small Biz Books Cohort

Join me on Feb 8th for a free webinar "[What Is Level 5 Advisory](#)" and find out about the new [group training](#) opportunity coming up February 14th especially designed for Bookkeepers & Non-Tax Accounting Professionals!

Sign up for the informational webinar at 9am Pacific on Feb 8th [here](#).

Or check out all of our training options, including DIY online training [here](#).



Question of the month:

For accountants

What voices are inside your head and what do those voices say about you and your work with clients? What is holding you back? Which voice will you listen to?

[*Download this FAQ document for answers to common questions about advisory.*](#)



Upcoming speaking events:

- 1/23 Online: [LinkedIn Live: Advisory in Real Life with Amanda Aguiard](#)
- 2/8 Online: [Advising Small Businesses Cohort - Introductory Webinar](#)
- 2/14 Online: [Advising Small Businesses Cohort Kickoff](#)
- 2/18 Online: [GaragisteCon 2023](#)
- 2/20 LIVE: Attending 2023 Thought Leader Symposium



Lemon Polenta Pound Cake is a thing??

I'm reading a novel by [Catherine Newman](#) called [We All Want Impossible Things...](#) and lo and behold the book talks about a Lemon Polenta Pound Cake. It doesn't just refer to the cake in the book, it actually shares the [recipe](#). *I just made it last night* (even though I still need to burn off more of that holiday eggnog). It was a hit. Look for pictures on my social media and remember if *life gives you lemons, make pound cake*.

Making an Impact

I talk about my friend [Misty Megia](#) regularly. It's because she is *always* inspiring women to own every stage they desire through her [Theater of Public Speaking_\(ToPS\)](#).

If you are looking to find your voice in front of a crowd or even just give your presentation skills and slide deck a makeover, I *highly* recommend her [courses](#).

Like grits, you can never have enough Misty in your life.



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