

THE IMPACTFUL ADVISOR



An update from Geni



March Madness And a Breath of Fresh Air

Dear Friends,

It seems like everyone I know is going through a personal March Madness of their own that has nothing to do with basketball. I think we came out of the Covid fog feeling tired and exhausted by the sheer effort of getting our work done and the heaviness of all that is going on in the world. The emergence of spring brings the promise of refreshment and new growth for all of us. It's time we breathe it in.

(Hopefully without any allergic reactions.)

I hope you are able to feel some renewal in your own life and in the oh so important work that you are doing. Your clients need you now more than ever. But you need to rest and replenish so you can offer your valuable insights to the world.

I just returned from a weekend retreat that gave me a much-needed respite from pretty much everything. I was out in nature, with no phone service, surrounded by wonderful, supportive humans united in a mission to do more, to make a difference, and to bridge the gap between what we instinctively know and what we do with that

knowledge. I was reminded over and over how important it is for us to *just breathe* - when we feel overwhelmed, or frustrated, or just inadequate.

In fact, I have an automated tool that will help you remember to breathe each day as often as you like. Created by the same amazing human that brought Level 5 Advisory training to life, Edi Osborne, this app exists strictly to unite us all in a shared moment of breath, for no purpose other than renewing ourselves and spreading love. The free app is available on the Apple Store or Google Play from this [link](#). Once you download and register you will be able to see how many others are joining you in a shared breath. You can set the notification to chime on the hour for whatever period of your day works for you. You will be assigned a JOJI number upon registration (JOJI = **Joy Of Joining In**).

Just breathe. We change the world not by one big thing, but by changing 1,000 small things together. Let's keep changing our lives and those of your clients for the better.

Let's make some magic happen,
Geni

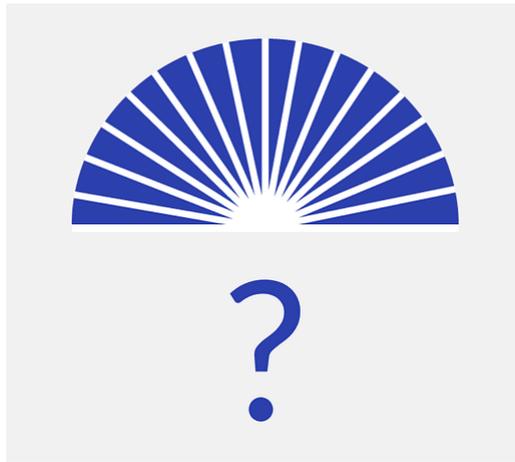


555 COHORT

The 555 Cohort: 5.5.22

I am launching my **5th cohort** of 2022 on the **5th** day of the **5th** month of the year (**5/5**). This group training opportunity will be limited to 15 *financial magicians who* share my belief that there is magic in the numbers! My mission is to release the magic in the numbers so my clients can apply them in creating the life of their dreams. I'm looking for fellow magicians who want to do the same. This is a six-month course that I am offering at a reduced rate with special financing terms for (you guessed it) **5** equal payments over **5** months. But you cannot find it on my website. To sign up you need this exclusive link:

[The Impactful Advisor 555 Cohort](#)



Question of the month:

Measures that Motivate

Ask your client:

What are you measuring? Are those measurements helping you determine if you are on track to achieve business goals? Are they visible to front line workers as they happen?

Most measures are imposed by leaders and visible only after the end of the month when it is too late to make a difference.



Upcoming speaking events:

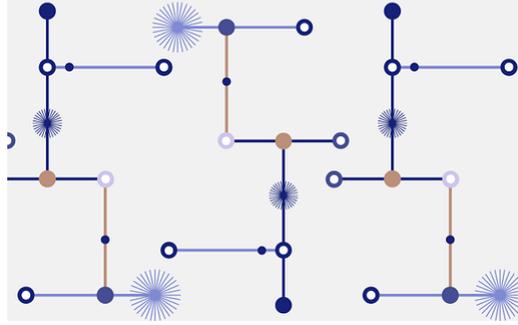
3/25 Online: [Combatting Common Time Wasters In Your Accounting Firm](#)

4/5 Online: Changing the Way You Think About Your Practice (on CPAAcademy.org)

4/24-4/27 Live: Padgett Business Services, Ponte Vedra, FL

5/9-5/12 Live: [Accounting Web Summit](#), San Diego, CA

Grits challenge



Gettin' Festive Y'all

It's nice to know others appreciate this southern, culinary delicacy as much as I do. The proof is in the festivals. That's right, there's not just one festival but TWO happening the same weekend in April. There is the [National Grits Festival](#) which takes place in Warwick, Georgia **April 9th**, AND the [World Grits Festival](#) in St. George, South Carolina, **April 8th & 9th**. I can't tell you which event will be better - although I am partial to the one in my own home state of South Carolina. I would advise you to treat yourself and take the 4.5-5 hour drive between the two cities and hit up both events. Y'all won't be disappointed, and your stomach will thank you :) Be sure to share your opinion on the better of these two events.

Making An Impact

*In celebration of International Women's Day earlier this month (3/8/22), I want to spotlight a handful of women in business who inspire me, influence me and **Make An Impact** everyday in their industry. If you don't already follow them, click on their website links below and follow them on social media:*

Misty Megia - Public Speaker Training [MistyMegia.com](https://www.MistyMegia.com)

Maddie Brown - Financial Advice [SmashingNumbers.com](https://www.SmashingNumbers.com)

Trez Ibrahim - Life Coach [LifeMasterySolution.com](https://www.LifeMasterySolution.com)

Tanya Hilts - Bootcamp for Bookkeepers [Bookkeepersbootcamp.ca](https://www.Bookkeepersbootcamp.ca)



