

# THE IMPACTFUL ADVISOR



An update  
from Geni



## Facing Your Fears

Dear Friends,

What scares you? Halloween is almost here, and it's time to watch scary movies (my favorite is Hocus Pocus, which isn't actually scary), load up on candy (which we end up eating most of), and start worrying about the holidays ahead.

But when it comes to our own lives and careers, we spend much of our time avoiding the things that scare us - like speaking up when we disagree with a client, *or* charging what we are worth, *or* promoting our exceptional services to others, *or* taking on that challenging assignment, *or* investing money in training that we desperately want, *or* presenting on stage. But that doesn't serve us. Avoiding our fears doesn't help us grow. Just like our favorite Halloween party, we have to go through the haunted house to get to the bag of candy at the end. *Hopefully it isn't full of licorice - yuck!*

Whenever I face a fear, take a leap, or raise the fixed fee on a complex project, I gain new confidence. I don't always succeed the first time I do something scary, but I *always* learn something and will do better the next time. After 20+ years of

speaking to audiences of all sizes, I am still terrified before I take the stage (*Me: What if I don't have anything useful to say? What if I mess up on stage? What if I fall off the podium? What if I spill my Diet Coke on my keyboard while speaking {been there, done that}*). **And then, I do it anyway. What I have learned is that I can survive the fear.**

Advisory is like that. Every time you ask your client a different question those little doubts pop up. *What if I don't know what to do? What if they don't have any answers?* But when you have [tools](#) you can rely on, there is always something you can do to help. I have learned to trust the process and it always leads to something that makes a difference for my clients.

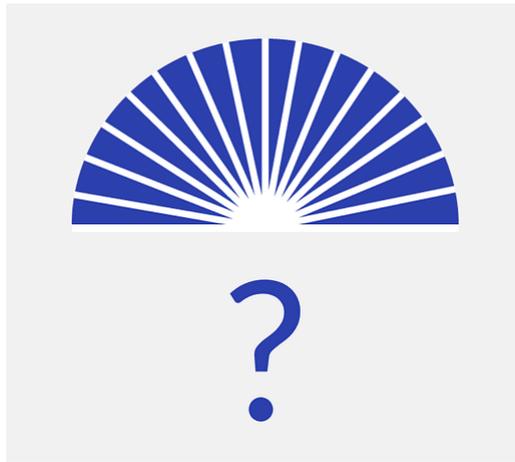
May all your fears be pathways to greatness,

Geni



## Group Training Scholarship Available - Application Deadline October 23rd!

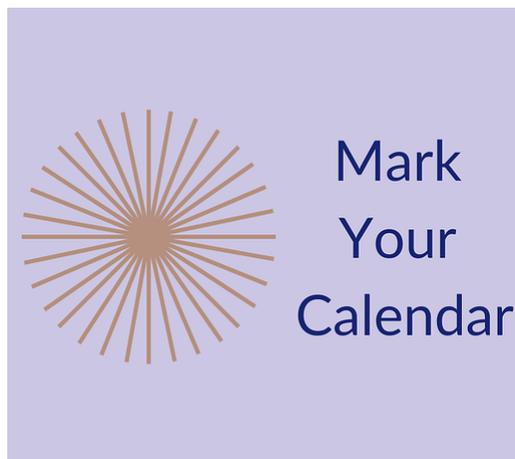
I will be hosting my [final Group Training for 2021](#) . Thanks to [Liscio](#) there are now **TWO** scholarship opportunities for you to attend [The Level 5 Training Program](#) **absolutely FREE** (\$5,000 value). This six month course starts soon! *The first scholarship recipient will be announced SUNDAY, OCTOBER 24th at [Scaling New Heights 2021](#)*. The Liscio scholarship will be awarded to attendees of Scaling New Heights and visit their booth to apply. The Liscio recipient will then be announced after the event. Don't wait! You can still [apply here](#) by Oct. 23rd.



## Question of the month:

### What scares your clients?

Ask owners, leaders, or managers what they worry about for the future of their business or department, then look for ways to help them plan ahead for different scenarios. Check out goalseeks and forecasting in [Fathom](#) and other applications. You can help relieve their fear!



## Upcoming speaking events:

10/24: Live Keynote [UNSTOPPABLE: Scaling New Heights 2021](#)

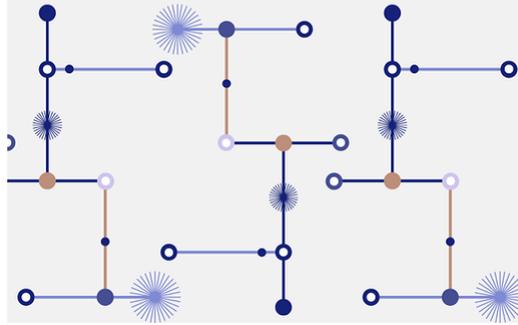
10/26 & 11/4: Online [Combating Common Time Wasters In Your Accounting Firm](#)

10/28 & 11/16: Online [Stop Hounding Your Clients: There Is A Better Way](#)

11/11: Online [Upleveling Your Advisory Skills & The Client Experience](#)

12/7-12/8: Online [Accounting & Finance Show USA 2021](#)

# Grits challenge



## Grit: The Power of Passion & Perseverance

Need inspiration? Check out "[Grit: The Power of Passion and Perseverance](#)" by [Angela Duckworth](#). While she may not be talking about my culinary favorite, Grits, the book has valuable insights. Here are some favorites:

"Our potential is one thing. What we do with it is quite another."

"Each of the basic requirements of deliberate practice is unremarkable: A clearly defined stretch goal, Full concentration and effort, Immediate and informative feedback, Repetition with reflection and refinement."

"Passion begins with intrinsically enjoying what you do."

**- Angela Duckworth, Grit: The Power of Passion and Perseverance**



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