

Steve Harrison: Okay. Well, happy new year. Great to have you on with me here in our first Moving Forward Call of 2019. And I'm really great to be with you. We had a wonderful holiday break. I had my two boys that come up from North Carolina and my daughter who goes to college on the West Coast. She came back to the Philadelphia area, and we had everybody under one roof, and it was ... All the chicks were together, and it was great. We just had a wonderful time. I'll surprise you, everybody wanted to go see this ... The boys wanted to go see this movie Aquaman, which I had no interest in really. But of course I want to be with them, and my daughter really wasn't all that interested. Turn is a really darn good movie. I mean, I like the superhero movies. I didn't expect to like Aquaman.

Steve Harrison: Aquaman was very, very good. If you have grandkids or kids or anybody that might like that sort of thing, and let them drag you or take them, it's actually enjoyable. And I want to invite you to send me an email here to qlfeedback@gmail.com, qlfeedback@gmail.com, and let me know you're on the line. And also share with me some good news, what some progress you've made, something that's happened for you, progress that you've made in moving forward, things to celebrate. It's such an important thing to celebrate your progress, to celebrate steps that you're making, and own that, and to be able to share that with folks. And again, the email address is qlfeedback@gmail.com. Well first, congratulations are, when I look through the email here @anneandrew, Dr. Anne Andrew.

Steve Harrison: One thing I like about her signature is she's really taking what we teach, which is she in her signature. She'd been working on her book and her signature says author, upcoming book What They Don't Teach in Prenatal Class: The Key to Raising Trouble-Free Kids and Teens. Okay. This ... Where it's signature says author, upcoming book. And that's a good tip for all of you start sharing. Even if your book isn't done yet, start owning author, upcoming book and own that title. But it's actually a momentous time because Anne needs to change her signature. Her signature is now out of date here. And that's because Anne's book was published yesterday. Way to go, Anne Andrew, that's fantastic. Congratulations. Really awesome and we congratulate you. In fact, let us know when it's on Amazon. Maybe it's on Amazon now, let me know. And we'll give it a little plug and maybe people your quantum leapers can support you, and buy a copy or something like that, and review it.

Steve Harrison: Tell their friends. Let me know on that. And Christina. Yeah. I'm looking forward to ... It's going to be great. We're getting together this week to do a private consulting day. I'm looking forward to it as well. And Christina says here, Christina Smith, she was invited to speak at an event out of the blue. Now she was invited to speak at an event out of the blue. But notice how she says this, "The result ... It was the result of ongoing pitching and contributions. The grid really works." She's says. What we're talking about, there's the relationship grid. Do you have a relationship grid, a chart that you can look at and see the list of

people ... See the people you want to reach out to and get a yes or no decision [inaudible 00:04:19].

Steve Harrison: And here, Christina invited to speak out of the blue at this event, but of course she had been reaching out. And sometimes you feel like you're reaching out unsuccessfully, and you're doing this, and you're helping people, but nothing's coming back. But she was working and working it and hey, one of these people invited her to speak. That's fantastic. That's called making your own luck. It's also called making it happen.

Steve Harrison: Mary [Win 00:04:47], she says, I have a live website that I built up many times during the weekend. I'll be sending my book to the editor within days, way to go. Way to go, Mary Win. And she's had speaking engagements. Well, fantastic. Fantastic. David [O'Fance 00:05:02], wonderful to have you with us. And Emily is here, and she says, "The last Moving Forward Call I realized I needed to change my office setting for productivity." You remember that? We were talking about comfort zone, and what do you need to change that would make a real big difference. And in her case it was the office. And she says ... She looks like she did that. Also, she said Geoffrey Berwinda coach or colleague helped her accept the necessary part of herself, that's an artist too. Now the cork has been unplugged. That's tremendous.

Steve Harrison: Yeah, I got to ... Somebody is got to own that part of you that ... Whether it's the artist part of you or what have you, and just own a part of you that ... And make it work for you. Right. It sounds like that was a helpful for Emily in terms of productivity, so how do you make it more like art? Anytime you can look at it ... There's something you're struggling to do, maybe it's being focused say. You ask yourself well, where ... What's the time in my life when I was focused? And how can I bring some quality of that here? Great, good work. Emily also say she's now accepting her expert status too. And she's got her own homepage, emilyboller.com, b-o-l-l-e-r.com. So e-m-i-l-y-b-o-l-l-e-r.com.

Steve Harrison: Wow. That looks fantastic. Look at that. Find Freedom From Your Food Addictions! Become the Work of Art You Were Created to Be, looking at that. That looks fantastic. I love your logos there. Great photo. Mary [Jessefy 00:06:51], the image consultant would be, I think very pleased with that. Great quote from Joel Fuhrman. And good job. You're ... That is called owning your expert status. And you know, there's a part ... When you go and get into this website, Emily, e-m-i-l-y-b-o-l-l-e-r.com, emilyboller.com. And the ...

Steve Harrison: I think anytime you put your picture front and center, and it's going to feel unnatural, it's going to feel uncomfortable. It's going to feel like, "Oh, I'm I bragging? I'm making a big thing?" But your people want you ... I mean who do you want to learn if you're going to hire someone for coaching or speaking. You want that person to be a radiant, and an expert, and enthusiastic, and compassionate, and highly skilled, and that's how you look in this. Good work. Good work on the personal branding. All alright. And Laura [Pobert 00:08:01].

Laura says she's made some great website changes. Congrats. She spilled her new year workshops. Well that's fantastic. And she's working on a new book, and she has a meeting with an agent. "Thanks to the proposal and coaching help from Deb and Martha." Way to go. That is really some serious progress.

Steve Harrison: Glad to hear it. Anne Andrew says, good, her book is already on Amazon. She changed her signature from upcoming author, to author. See how quick she is, boom. She's launching officially Feb 13. If you could just mark your calendar on Feb 13, and support our quantum leaper here Anne Andrew, What They Don't Teach in Prenatal Class: The Key to Raising Trouble-Free Kids & Teens. And buy the book, give it to somebody that you know. If you like it given a positive review on Amazon. Support your quantum leaper, it somehow will come back to you, all right. You'll be able to let us know about your book and talk about how you've helped support people, and that'd be great. Sharon Quinn, says "Tango with the Divine."

Steve Harrison: It's a great title. Tango with the Divine is published as Kindle on Amazon. But the print version is caught up in a KDV Groundhog Day. Catch 22 that snagging the lawn so it becomes [inaudible 00:09:34] from direct communication. I'm sorry to hear that, but congratulations on getting the Kindle app Tango with the Divine. In fact, we're going to talk about titles here in just a minute. We're going to be talking about how to title, just kind of title things. How to come up with names for whether it's your book, a title for a speech, or a webinar, or a presentation.

Steve Harrison: Maybe a name for your company, or a name for your product, or your online program, or a name for even ... You've ever thought of just having a name for your process, what you do. I want to give you my thoughts on titles. I thought it's the beginning of the year, and why not begin with something that everybody thinks about. Which is, what should my title be? And we'll dive in, let me give you some thoughts. My goal for this coaching call, this Moving Forward Call, is to move you forward in creation of something that would be helpful to you. Might be a title, might be a name, might be a title for a talk, a title for your book, maybe a new subtitle, maybe a name for your program, if you're doing an online program or a workshop, and you're not sure what to call it.

Steve Harrison: And I thought a good way to do this, would be actually to give you my thoughts on this. And actually I've been very ... And how you'd be working on a specific thing you want to work on naming. Right now in your mind, just think about what ... Maybe you're writing a new book, and you'd like to have a better title. Then just write down book title. Maybe you're going to be speaking, and you'd like to have a catchy title for your talk, then write title for speaking. But I want you to send me an email to what ... As we get your thinking about what to call it, what is it? Are you thinking about a title of a book? What would you like to get, if you could today, what would you like to really have?

Steve Harrison: Would it be a title for your book? Would it be a name for your company? Pick one. All right. And that in this exercise you've got something to focus on. Send

me an email. What is it that you're going to work on? Okay. Again, you might say ... Just send an email, and it might say title of my book, aim of my workshop ... Just something like that. Name of my online course, what I'm going to call my company. Pick something that you would like to either create from scratch or improved. Maybe you have ... It could be a title for an article, or a headline for an article. Maybe you've got something you just think it could be a lot better. What would you like to ... Maybe it's ... It might be ... It could be a hook, because a lot of times they ... A lot of times a publicity hook, something that would be a good article or reason for people to interview you, can be a great title for a book.

Steve Harrison: Like Tango with the Divine, Sharon Quinn, I like that, right? That's a great title, that could even be an article that you could see. Let's see. I've got Christina wants to have a name of an online course. Why is Christina ... Right now she's the only one responding to my questions. Is it because you just have all your titles figured out for everything, you can't improve in any way? You don't have another book that you're going to be working on that you might want to have a title or ... Okay, great. Emily is thinking, speaking title. All right.

Steve Harrison: All right, let me give you some thoughts. And you ... Assuming you've identified something here, let me give you some thoughts on titles and names. And in no real particular order. But what I like to do, I like to call ... When I'm coming up with a name for a program, a workshop, or an online course, I try to think about what do the people want. You've probably heard me say that Robert Collyer said, the key to marketing is to enter the conversation already going on in people's minds. And you want to think about what do people want? And could you just name your program of that. Think about that for a second. What would do ... What do the people you're looking to serve, if they could snap their fingers and have whatever they want, what would it be? And for example, when we came up with ... We realized a lot of people coming to our event in New York, they want national publicity. Okay, well national publicity it's ... And then I will call it the National Publicity Summit.

Steve Harrison: It's how you get there. The ... Now as soon as you write this stuff down, and you realize, well, other people use that phrase, or it's not unique, or whatever, and ... But I like to just think in terms of the outcome. Now here's the other thing, notice how I said with your name or your title, I want to move you forward on this call. I ... Many of you probably will come up with something great as I get you to think about this. But I believe that every title and every name should really be considered a working title. Because I think a title or a name or ... It could always be better. And I want you to have that mentality. A lot of times people, "So give me my title for my book." And they want to spend five minutes on it. Well, you know what your title of your book is worth more than a five minute conversation.

Steve Harrison: And in fact it's worth coming up with a bunch of different possible titles, and narrowing it down. Getting some feedback from people and about what they

think of the title. And really making sure, doing everything you can just to make sure that's really ... I really put a good bit of effort and time in trying to beat the title I had. The title you think is great, is awesome because it gives you energy to ... And that's why I say, make it a working title, but always be open to the fact that there is a better title. Tim Ferriss, his title for his book, he would speak at Princeton, and he would talk about the supplement business that he created and how he was making passive income from that.

Steve Harrison: And the title of his talk was Drug Dealing For Fun & Profit. Which if you think about it, it's kind of a catchy title for college students to want to come and want to hear that talk. Okay. And it served that purpose and like that was really the title of his book, but the publisher didn't like it. And what he actually did is he ran ads online with different headlines, and the one that got the most clicks is what he ended up using for the title. Because he would get into a debate with his publisher about what was the best title.

Steve Harrison: And he said, "Well, let's just run some ads." And it was now he had some actual information. And in fact one of the headlines was The 4-Hour Workweek thing, because the fact that he had the supplement business gave him passive income and allowed him to have ... He didn't have to ... To have a shorter work week. It was really a sexy way of making that point. Let's think about your title. One thing, I wanted to ask you some different questions, and I want you to write down a bunch of ideas for yourself, or for what you're thinking about your title, your online course, whatever it is. The name for what you do, the name for your process. What is it that ... Think one ... Think about what the people want. And as you interact with me on the email, feel free to send me your thoughts in the email and just say book title, and then you tell me what you have, or online course title. Because my advice to you might vary a little bit on whether it's a speaking title, or a book title.

Steve Harrison: Just tell me what kind of what I'm looking at. All right. And also I just realized that I'm going to probably ... Often I'll read aloud what you have so that you'll get feedback from me, and you may get feedback from people here. If you hear me share a title, and you think you could improve it, just go ahead and tell me, and I'll read your answer. Now we're all ... It's also Scout's honor here. Okay, because I don't want anybody taking somebody else's title. This is a small group quantum leap call. And obviously, you've got to respect what people are creating and ... But that's ... That said, share at your own risk. I don't think you're really risking very much. This is a loving, trusting community. But if ... And you could always say confidential, if you don't want me to read aloud what you have, I'll make a comment that way. All right. Okay.

Steve Harrison: Christina says, "My book, Animal Wisdom Word Search launches February 19th. Thanks to Debbie [Englander 00:20:28] for help with partnering with publisher." Awesome. Animal Wisdom Word Search, February 19th, write it down and support Christina. That's great. Christina is also looking for a name of an online course. Christina, what you want to think about is what the people want. If

there's an outcome that they could have, what could you come up with? One of the reasons we came up with, well, our online course, and we have a course called Speaking for Money. Why?

Steve Harrison: Because so many people will say, "I want to do speaking, I'm doing a lot of free speaking, but I want to get paid." To have a program called Speaking for Money, right? You guys have access to Speaking for Money in quantum leap. That's where that came from. One thing about a title or a name is to have an outcome. The other is to make it catchy or compelling in some way. And we'll talk about some different ways to do that. But I think a good one is to having an outcome, and the other way to come up with ... Another way to come up with a great title is to name the problem. Having name, consider maybe you're the one to name a problem. All right. If people ... I don't know. Somewhere along the line, someone came up with the phrase performance anxiety.

Steve Harrison: They're naming the problem. Okay. There's all kinds of problems that you can be the one to be the ... To create. If you think about that moment or that thing that people ... That situation ... Or how about if you could come up with a unique name for it, for that situation, or that problem. Because that's what you saw, you see. That's another idea. Emily has her speaking title, Is Dieting Causing You To Gain Weight. Now that's a question. Okay. And when you ask a question, questions are great for publicity hooks. With questions, you generally want the answer to obviously be yes. Okay. And for a speaking title, another big thing about speaking title, of course for all of these things is the audience. And by the way, I'm a big believer in having multiple ... You can have different titles for the same basic talk. But you give ... The title one thing that would vary would be the audio.

Steve Harrison: But the basic talk is the same, and that now makes you much more marketable. The other thing about questions is, typically you want that question to be either something that everybody would say yes to, or provocative and interesting from a publicity hook point of view. All right, let me just kind of give some thoughts and then you'll see some other principals here at work in terms of titles. All right. People, by the way, when we talk about titles, people want to do things that they want ... We all want instant results. We don't want to work, and we want it fast. Those are three things, right? We want ... That we want speed, and we don't want it to be a lot of work. Now you might say, "Well, hold it Steve. I mean, I'm not going to be one of these cheap marketers. I'm not going to ... I'm ... This ... I don't sell get rich quick, or you got to really work on yourself." I know that, I get that. But from a marketing point of view, the ... From a marketing point of view, it's very much of a ...

Steve Harrison: You want ... You just have think of some sizzle where people say, "Hey, I would have like that." We created your online program Made Easy. People want something to be easy. That's the name for our ... Of helping people who have online programs. Okay. And Christina, has got here a course Published Me Now. I like that title, Christina, because it's either people want to get now, right. The

now. And people want results fast. Laura says, "Working on a title for my speaking event and my book, Get Your Bad Ass On." Okay. That's a good speaking event. How To Have Fun With Your Fear: The Ultimate Fear Crushing Toolkit For World Changers. Now, I don't know it has ... Maybe that's the book, right? Yeah, I mean get ... I think get your ... It could be too for your speaking of event. It could be Get Your Bad Ass On: The Ultimate Fear Crushing ... How To Crush Your Fears To blah, blah, blah.

Steve Harrison: Well, see that's where whoever you're speaking to, to change the world, to build your business, to achieve the health you've always wanted, see all those ... That would ... That just gets adapted depending on the crowd. I was talking with Mary Lou Reid today, and she has a book called Always Eat Dessert. And she actually grew up ... Well she grew up, and, well I think maybe age 18 or 20 or so, she actually joined a convent. She became a nun in the Catholic church and she ... She in that ... After she became a nun, she actually lost 50 pounds, because of just ... It was, they didn't let her eat at all. But no but it was just a different discipline. And she came to the summit, and the media really liked to interview her and she has a book ... She at the time didn't have a book. She was just saying, "I call what I do, The Convent Diet." Okay. And that got her interviews, and then when she ... And that was her working title for her book.

Steve Harrison: But as she got feedback, and this is why getting feedback is so important, she got feedback, and she could tell that convent title it's starting to be like, "Well, I don't want to be ... I'm Catholic and I wouldn't want to follow The Convent Diet." And she realized that it was a good publicity hook, but she needed to tweak the title of her book a little bit. And her book title is Always Eat Dessert: And 6 More Weight Loss and Lifestyle Habits I Learned in the Convent. You see. So Always Eat Dessert. And then she has these habits, these seven habits, which actually she's also been a financial planner for many years. And the seven habits are really about mindset and how to approach this. And as we talked we realize that it could apply to nutrition, but it can also apply to finances. To put your finances on a diet. And this is what I'm saying and she's going to be speaking ... She'll be speaking at an event where people are over eaters and she'll clearly be talking about diet weight loss.

Steve Harrison: But in another context, she could be talking ... She could be giving many of the same principles with some fresh examples talking about finance. Just be aware where how you can multiply the use of what you're doing. Emily says, what her audience wants is freedom from food addiction. Freedom from food addiction. Okay. Well, maybe that's more of what you should ... If that's what they want. I would put that ... I would make that my title. Is Dieting Causing You To Gain Weight, is an interesting topic and publicity hook. But if I'm going to hear you speak, or if I'm going to ...

Steve Harrison: The thing about a title is that people have a choice it's ... If they don't have a choice and their boss just says, come to this event. It almost doesn't matter what you call it right, they're like a captive audience. But if you want people to

take time and tune in to your webinar for tune in to your ... To actually step into the room, if there's all these breakout sessions and [inaudible 00:30:32], you're going to want to have something that really entices them and teases them into the ... To getting what they want. And if Emily is saying that people really want freedom from food addiction, how about How To Break The Bondage To Food Addiction In Less Than Two weeks, or in less than three days, or in less than ... Something like that. Now that's another way I like to get the titles, is the 'how to'.

Steve Harrison: That's another great way to write a bunch of 'how to' headlines. That's how, if I were Emily, that's what I be doing. How To Break Free of Food Addiction, How To Break Free of Food Addiction in 21 days, How To Finally Escape Your ... How To Finally Break Your Food Addiction Even If You Think It's Hopeless. Now I'm really trying to enter the conversation going on. I mean is food addiction better than sugar addiction? Kind of you have to kind of think about these things. Do ... But this is how you get there, right? All right. Sharon says, thank you. I'm looking into the online course platform, name the school ... Let's see. Window To The World Learning Center? The course title is still a question mark. Window To The World. Window ... I'm assuming here, Sharon, in terms of what the Window To The World Learning Center. To The World Learning Center.

Steve Harrison: I think it could be shorter. Good for you to begin. I like that Learning Center. Think of how do you want people to feel? Do you want ... What do you want them to feel when they are experiencing the product? You want them to feel elite, special, powerful, do you want them to feel wise? Do you want them to feel enlightened? Think about how you want people to feel as they're using what you've created, reading the book, the program, whatever it is you're creating. And that can now ... And now think of adjectives that ... I think, for example, the title, Skinny Bitch, and it was a great ... I think it's like a no nonsense savvy girls guide to ... The person that reads that book they're trying to get somebody to ... The person that wants to be savvy, smart, right, hip, that's reflected in what's on the cover. And there's a book, for example, another nutrition book really ...

Steve Harrison: Just look, there's tons of weight loss books, but this one is simply called Shred. And for titles, one word can be very powerful and then with ... There's a lot of that, right? The one word and a subtitle. In one word, what do people want? And that could be the title. I'm looking here at my shelf for the Shred book and see if I can ... There we go. Let's see. Yeah. There's actually ... Yeah, better. The book, this one, the second one is called Shred Diet ... Super Shred ... The Super Shred Diet ... Super Shred Diet. And it says '4 Weeks 20 Pounds Lose It Faster!'. And 'The diet that works faster and forever!' on the back cover. That's another place for ... We've got your title, you've got your subtitle, and then you have your back cover title. But speed, that's what people want. Well, of course now they've got to believe it's possible. In his case he talks about four weeks, but how can you move them along?

Steve Harrison: Window To The World Learning Center. I guess part of is that I'm thinking does it ... Here's the other thing about titles and where people ... Where I find people go astray. Is the minute I hear what you say, what do I start thinking? It a very important thing. What's the conversation that you get started in my mind when I read those words? And the only way to know that is to literally show somebody the title and say, "What do you think when you just see this phrase? What goes through your mind? If I told you there was a book by this title, what do you think it is? And what do you think it's about?" And you're really looking for where people get totally sent down the wrong road. Window To The World Learning Center, I feel like that's a learning center at the top of the World Trade Center. Isn't that where you get a window to the world, the tallest, one of the tallest buildings ... That's what goes through my mind. Okay? And ... All right, I'd like it to be shorter too.

Steve Harrison: And upcoming books, Self Message Trilogy logs you cracking the code to your beliefs safe, change what's possible, procreating your spirit R&R, empower pure awareness by restoring holy resonance. Co-creating your spirit, R&R cracking the code to your belief safe. I should get them to speak more language there, which is good. All right, anyway [inaudible 00:36:46] I work for an online course title. Good. I also like to have a name ... For an online course, I like to have a name where I can also get the URL. All right, [inaudible 00:37:00] interesting like quantum leap is not proprietary. There's people with quantum leap programs out there. But it's Steve Harrison's Quantum Leap Programs, Steve [inaudible 00:37:14] Harrison's Quantum Leap Program. And I know ...

Steve Harrison: And we couldn't even get quantumleap.com if you get your quantumleap.com. Now the interesting thing about Quantum Leap is we help you in all these different areas, writing, speaking, seminars, online marketing, and all these different things. And it's hard to think about one phrase that brings it all together. And originally [inaudible 00:37:37] quote Steven Bill's Mastermind. But we wanted to have just a more of a name for it, and one of the things I had just heard from people is this, "I was just really want to make a quantum leap in my whatever." And I'm like, "Well, how about we just call it quantum leap?" Right? That's where that came from.

Steve Harrison: Okay. Let's see. Grapeson is ... He wanted to get some feedback on the title of his course Standard Deduction Versus Itemized Deduction: New Tax reform, 2019. [inaudible 00:38:17] I think that's the question is just what's the title though. Okay. I see the topic. But if it's a course, I think you'd want to have something like The Ultimate ... It's a ... It's the deduction course. What You Must Know About Standard Versus Itemized Deductions According To Tax Reform Law 2019, something like that. But the blank course you want to think ... That's what I would encourage you. What am I buying? I bought this course called the ... It might be The Ultimate Accountant that ... You'd have the Ultimate Course On or the ... If somebody is saying, "I bought." Then they are just referring to you, what do you want them to be able to say? You want them to just say about a

course. You want them to say, "You know, I bought this course, and it's called ..." And it might ...

Steve Harrison: And if you can do a series. If you're going to do other courses where you're teaching about tax law, and what do people want? When you're teaching about tax law, what do those people want? They want it simple, they want it thorough, simple and complete. And maybe you have a brand for the ... Like the Dummies series, right? Or Chicken Soup for the Soul. Something that you can use again and again, but then it's always ... The super ... Then the super simple, super complete guide to 2019 tax law or to deductions in 2019 tax law, something like that.

Steve Harrison: But something, and for a book title, and for the actual course, like I said, I like to have it just something that I could describe. Here's some titles that there are some feedback, given what you've heard me read. Christina writes, How To Break Your Food Addiction Without Going Cold Turkey." You see. Wouldn't that be, "Oh yeah. I don't want to go cold turkey [inaudible 00:41:03]." That's a good one. Crush Your Fears Into Fuel To Turbocharge Your Success. Crush Your Fears Into Fuel To Turbocharge Your Success. And how retailing and shifting small amounts of text can help repurpose articles for different markets. Really, really true. Yeah.

Steve Harrison: I do like the look ... Sharon. I do like ... I think your artist did well here. Very good. [Ama 00:41:44] Ananda. Great to hear from you. "It feels great to be in the call with you, here's the working title and subtitle of my upcoming book would appreciate any feedback." So Splendor of The Soul: Access Higher Consciousness, Heal Your Soul, and Attract Abundance Into Your Life. What do you guys think of that? Let's give some feedback. Splendor of The Soul, and it's subtitle is Access Higher Consciousness, Heal Your Soul, and Attract Abundance Into Your Life. What do you think? Give me your thoughts and just say Splendor book, if you want. Splendor of The Soul, and just give the feedback, whatever. If I know ... I'll probably know what it's about just reading your email.

Steve Harrison: [Trend 00:42:29] says, "I want them to feel free from the limits, cutting edge ideas, and aware of enlightening options that they've learned really useful and powerful skills that they can apply in their life, such as parents learning to discipline without harm would be one of the courses." How Discipline Without Harm, that's a great phrase. Discipline without harm. The guide ... The Windows To The World was the name I chose for the listing of my school on the teaching site. I've yet to come up with titles for the course so that they will be available online. All right and good. And what's great is as you come up with different titles ... Like my company name is Bradley Communications, but the reason we did that is my brother actually when he was starting were the company, he didn't want to have to answer the phone, nor did I when working and saying, "Hey, this is Bill Harrison with Harrison Communications." Or, "Steve Harrison with Harrison Communications."

Steve Harrison: Because we just thought we would turn to a small time plan. And he was a fan of Omar Bradley, the general, and Bill Bradley who was a senator and played for the Knicks, and we just thought, "Yeah. How about we just call it Bradley Communications." Well here now, 30 years later, we kind of wish we'd called the Harrison Communications. Because it doesn't really have much of a ... It doesn't mean much, but ... And we don't really use the name. But we'd always say to people, "Make the check payable to Bradley. Because most of the time the people are giving us credit card." And there we have brands for the different programs that we have, and there's the Christie Harrison's the brand but ... Sometimes it doesn't matter what you call your company and things. People are going to know you for you, or they're going to know you for your book titles, or your program titles and that kind of thing.

Steve Harrison: Alright. Ann Macaulay, good to hear from you. She says, "My book is Personal Health Organizer To Organize Your Personal Medical Records." And really in her case here, she is truly talking kind of a name for her or her brand. She wanted Ann, APRN, but few people know what an APRN is. And she ... Her book is Personal Health Organizer: Organize Your Personal Medical Records. And I threw out an idea for a book organizer and people think it's me that's organizing their homes. Okay. Hey a person want to I applaud you that you got feedback on that, the organizer. And you say, "People think I'm talking about organizing their homes." Okay. The ... And by the way, that's kind of ... It's ...

Steve Harrison: What if it was you ... You're thinking of a name for yourself, the ... Well, the health organizer, or the personal health ... Or your health organizer. That's a good phrase. Sometimes you feel [inaudible 00:46:20] the name and ... I had a pianist one time who would take requests to ... Right there in his ballroom he would ... In his living room, I'm sorry. In his apartment living room, he would sit by this grand piano, and he would do radio shows, and he would just take requests, and he would play what songs, whatever people wanted to hear.

Steve Harrison: Yesterday by The Beatles, he'd start playing it. And we called him the human jukebox. Sometimes you can get a name, sometimes the media will giving you a name as you get going. We helped a gentleman get on a lot of TV shows, and on one show that ... And he helped to screen job applicants, and the media person said you could call him a human lie detector. That would be like the human lie detector. But you don't have to have a name for yourself, you can play around with it and see. Here's some ... The overly guide ... The Ultimate Guide To Deductions Without Being Overly Taxed. Okay. And Divine Dancer Learning Center, that's for Sharon. Divine Dancer Learning Center, another possibility. And what ... And those are from Christina. What ... And maybe you've heard a title, but you think you could plus or improve, feel free to share, and I'll read it out.

Steve Harrison: Okay. Get Your Health Together: The Ultimate Health Organizer. Splendor book, Live The Splendor of Your Soul, Share The Splendor of Your Soul. Live The Splendor of Your Soul, Share The Splendor of Your Soul. A better name ...

Somebody says here, "A better name for the online course may be as Awareness Education Learning Center." I like that. Awareness Education Learning Center, I like that a lot. Because it's generic and yet specific. How about Your Optimal Life Learning Center? Because isn't that really what you're selling, you're optimizing your optimal life? I mean, you have your approach to it, but optimal life. And who doesn't [inaudible 00:48:47] such people want to have your optimal life? Just thinking what it out ... And by the way, just because I get excited about it and I like it, it doesn't mean that's what you should use. I often say to people, "It's not what I think that matters. It's not what one of the coaches things that matters. It's what your potential customer thinks."

Steve Harrison: And we ... And any idea you get from me or on this call, you always want to go back and take that to people and confirm that strangers who don't know you like it, and that they're getting it. All right, well, I'm going to open it up now to questions really about we ... About this or anything else. As you know, I make myself available here at least once a month to be able to answer questions for you. And if there's anything else that you want to get feedback from or share, please do so. Send me an email to qlfeedback@gmail.com, qlfeedback@gmail.com. And I just want Emily to know since she is the nutrition expert in a residence, that as I sit here and give people a chance to email in Emily, I am drinking water with some lemon. I just want you to know I want full credit. Not just say, "Oh, that gives you cancer." That's great. Mike Duffy. Good to hear from you. He says, "The working title of my book is Money and Happiness: How to Realize More of Both. What do you think?" Let me have that.

Steve Harrison: Money and Happiness: How to Realize More of Both. I guess that you always have to look at how people ... How your market is going to look at the title. [inaudible 00:51:39] your market. How I look at it, how somebody on this call looks at it, they may not be your market. But I think most people at least assume, and so many things about titles is they're instant, right. I just hear him. And on Money and Happiness: How to Realize More of Both. Well, when I first, just the first gut reaction was, Oh, okay, I get it. And that's good by the way, because a lot of times clarity, people are not clear, they're confusing. Okay, Money and Happiness, well, maybe I should read this as I think about it.

Steve Harrison: Then as I thought about it a little bit more and that's when I started to speak, I thought, well, I think don't people just kind of assume if they have more money, they're going to have more happiness even though, okay, I guess that's of course not true. But ... And you're a CEO of Happiness Wealth Management, you're author of five books on happiness. And let me ask you a question, in this book or what is it that you say about happiness that most people don't say? What is it that you talk about or emphasize that really most people who talk about money or happiness really don't talk about or emphasize so much?

Steve Harrison: Send me an email on that. Ama Ananda, endorsements, when you get endorsements from influencers for our book to be put on the cover. And that does a simple and formal email from them suffice or shouldn't be having any

specific disclaimers, et cetera, to prevent any potential issues. If you get a ... If they're saying, "Hey, here ..." If they're saying you have permission to use this, and you get an email, I mean, a lawyer and I'm not a lawyer, I'm not giving any legal advice, a lawyer might tell you, "Have them complete a specific thing that they sign." But if they know that what they're giving you is going to be used for your book, then I will go ahead and use it.

Steve Harrison: I mean, if they're super busy, and I hardly get a hold of. And they've said, "Yeah, here's a quote you can use for the book type thing." Now that's different than if they said, "You have a great book." They're just sending you an email, and they're maybe on ... You have a great book, and now you put that on your book cover, they might not be happy with that. They might feel like you took a private message and kind of really ... You kind of used it for different intent than they wanted. But you could certainly ... Anyway, that's how I would answer that question.

Steve Harrison: Christina, you ... Money and Happiness: How to Get More of Both. I think, isn't that his title? Money and Happiness: How to Realize More of Both. She's saying how to get more of both. Now what Mike might say is, "Well, the thing is, it's not just about getting more because what I help people do is I help them realize that they actually have more." Now this is the kind of ... Sometimes, and very often I'd say, many of you, you think about your title in a different way than the prospect does. You get really like, "Well, [inaudible 00:55:35] what do I do about it. I really don't want to say that word because that's negative. And now I'm ..." You get too fancy about it. People just ... The title, there's just ... There's a gut reaction to it, and it needs to be simple and clear. And little nuances and why ... How it ...

Steve Harrison: We just overthink our stuff. And if you're thinking about a book title of summarizing what you teach, that's not the best way of coming up with a great title. I'll give you an example, there is a business book, I love this title. You can see why I love it. It ... The books called Do Nothing, and it's about the power of delegating. I can't remember what the subtitle is, if there is one. I'm looking for it now here on my bookshelf, but ... Here it is. Do Nothing!: How to Stop Overmanaging and Become a Great Leader. [inaudible 00:56:44] Do Nothing! How to Stop Overmanaging and Become a Great Leader. Now, here's what's interesting about this book. This book is about a lot of different ... It has all these different chapters and really only one of them is about Do Nothing.

Steve Harrison: It's a powerful beginning of the book, but there's another chapter called Trust More, there's another ... There's different ... And ... But it's a great title. The whole book is ... If he's looking at summarizing his expertise, it's not about summarizing his expertise. It's about getting me to buy the book, getting me to open the book. And here I am mentioning it to you now, all because of this title. There's lots of leadership books out there. That's just really one chapter, and that's okay. You can ... If you've got a powerful chapter with a real sizzling message, make that your title.

Steve Harrison: Mike, remember I asked him what is it that he talks about that others don't? And that's a question [inaudible 00:57:48] do. What do you emphasize that others don't? What do you talk about that others don't? A phrase for you, by the way, Christina, I just remember this, it might be Puzzle Profits. Puzzle Profits. You've can have a concept for that Puzzle Profits. That by creating puzzles around your content, it makes it much more profitable. Just something to think about. Mike says, "What is it that I talk about that others don't? I talk about concrete ways to have a happy life, for example, [inaudible 00:58:24] ways to be happier is a chapter. I also talk about ways to invest your money. There is no other book that combines both." Well that's interesting.

Steve Harrison: "I also do not pretend that you'll not need money to lead a full life. Right? Your ... No other book combines both. You really had to have more. I like the fact no other book combines both. It's interesting. If you could look at what you're doing as being ... You're helping people be happier, and you're helping them ... You're giving them advice on investing their money. You're having ... Helping them to have more happiness, and more money, and they go together. And if ... One question is, is there a way that they both help or hurt each other? Right? If there's a relationship between happiness and money and ... I think it's interesting to explore the two. Ultimately you're selling or sharing really a philosophy, a way of living. And, yeah, even if you had something like The Happiness Code, and it's like a code of rules or I mean, concepts of which you're sharing people can live by for them to maximize their happiness and their money for ....

Steve Harrison: Or The Happiness-Money Paradox. I'm ... I would be brainstorming about the combining of these things either into one word, or The Happiness-Money Paradox or, the ... Your ... The Happiness Investment. Maybe it's about that. Maybe it's a concept, maybe you teach a concept called The Happiness Investment. And it's the time that you have, which is when you do invest in our happiness. And we need to invest emotionally, monetarily, spiritually, and most people aren't making the happiness investment, or they're not investing very much, and they're not investing regularly. And they have a lot of investment money wise, but they don't have much happiness. Or people have happiness, but they don't have any investment in maintaining it. And I don't know if it's the happiness investment, it could be maybe drafted. I get a little more excited with that because it's proprietary. The ...

Steve Harrison: One way to come up with a great title too, by the way, is that on the quantum leap website, you have access to a book I put together called Formulas For Fame. Now how's that for a title? I need to give myself a little credit there, a little ... Gosh, I need to be doing that more. What am I doing? I'm not using that app nearly as much as I should be. Formulas For Fame, I'd write that down. But I have a ... You have access to it on the quantum leap website. And that's really like filling the blank templates of just phrases.

Steve Harrison:

And I would go through there, and I would like ... Mike if I were you, I ... And just any of you creating a title or a hook, it's a great way to create titles and headlines and to come up with things that will really resonate. You want to just write a whole bunch of ideas down and then put them together, sort them out. You'll really get the best ideas that way. All right, well good stuff here, and well, I really appreciate you're interacting with me here. We start the new year with some new words, some new phrases, some new excitement. Congrats on those of you who published your books. Congrats to those of you who have been steadily writing, and moving forward. And I'm really looking forward to this year. Stay tuned, and I'll looking forward to having you on the next Moving Forward Call. Onwards and upwards, take care, and then take action.