



Use Your Required Certifications to Your Advantage

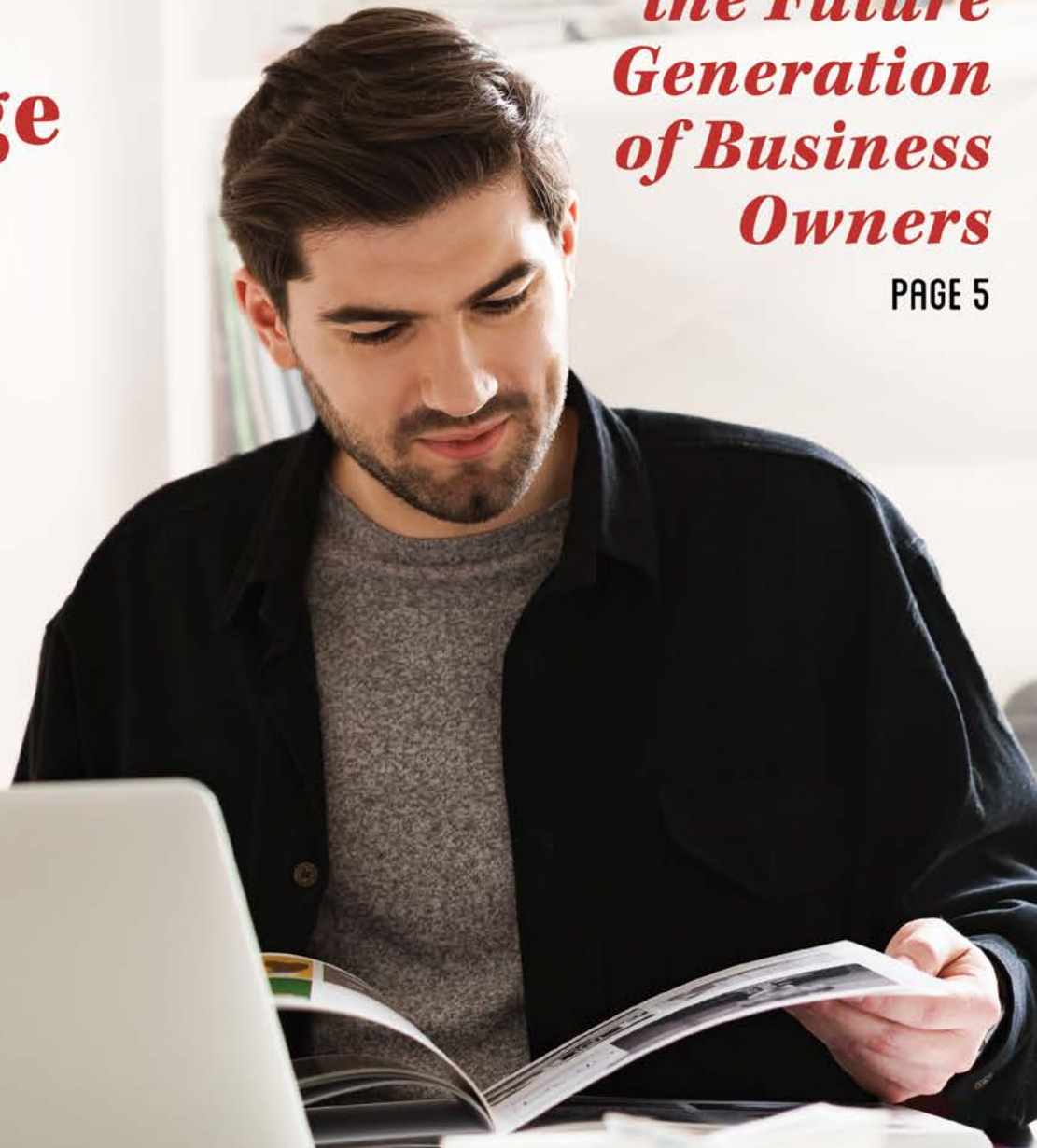
PAGE 3

Find Your Work-Life Balance at Empowered Couples University

PAGE 4

How We Aid the Future Generation of Business Owners

PAGE 5



WHO WE ARE ...

BOARD OF DIRECTORS

CHARLES JACKSON
PRESIDENT
PRESIDENT@AFEUSA.ORG

LEE CLARK
SECRETARY/TREASURER

RICHARD LYON
VICE PRESIDENT

STAFF MEMBERS

Joel Weldon
*INSPIRATIONAL WRITER
OF WISDOM*

Emily Brady
CONTENT WRITER

Wes Morris
CONTENT WRITER

Sydney Kremin
PROJECT MANAGER

Dalton Montgomery
CONTENT EDITOR



CORPORATE ADDRESS:

666 DUNDEE ROAD, #1603
NORTHBROOK, IL 60062

ADMINISTRATIVE/MAILING OFFICE:

16427 N. SCOTTSDALE RD., SUITE 410
SCOTTSDALE, AZ 85254

PHONE:

844.750.5927

WEBSITE:

WWW.AFEUSA.ORG

PRESIDENT'S Letter

While some parts of the country are still dealing with Old Man Winter, here in Phoenix, AZ, we are in "full-swing" with spring training! With clear blue skies and temps in the mid 70's, I can't imagine being anywhere else in this great nation.

But before I allow spring fever to get the best of me, let's discuss a few issues related to your Association and the benefits available through your continued membership.

This year's Student Award Program runs April 1 through April 30. Students of Entrepreneurship have an opportunity to describe and express their direct connections to being involved in the gig economy as either today's or tomorrow's entrepreneur. Applications are being sent to those organizations that we have identified as supporting the entrepreneurial spirit. For those who do not attend these particular schools, you will be able to locate the application form on our website AFEUSA.org. Applications will also be available through various social media outlets (i.e., FB, LinkedIn, Twitter, etc.).

We have been working extensively to expand the education portion of our mission statement and will be introducing some new member benefits shortly. It was suggested that we include both online and personal business coaching services, so we are adding the Big Results Academy and The Messenger Institute, to name a few. Entry-level entrepreneurs need the initial direction, guidance, and support, and we feel fortunate to have located some excellent coaching options for our members.

The AFE merchandise store is now open! Coffee mugs, hats, polo shirts, aprons, and even childrenswear and tote bags are among the items available for your purchase and enjoyment. Show all your friends and coworkers your support for entrepreneurs! Visit AFEUSA.org and select the banner.

With the Association For Entrepreneurship, it's Success by Association!



*Charles Jackson
President*

THE BEST 2020 START-UPS

NEED YOUR SKILLS TO SUCCEED



If you read our last newsletter, you're probably already hard at work starting a new business or looking for ideas to help you dive into the field of entrepreneurship. This edition, to give you some inspiration, we're covering some different ways you can use the skill sets you already have to market yourself to businesses that need your expertise. Here are just a few examples we've come up with.

Accountant

Did you study accounting in college, or do you have your certified public accountant (CPA) certification? Well, you're in luck. Striking out on your own as an accountant or financial planner is one of the best ways to earn a profit. But first, you need to outline what services you will offer to your clients. Do you want to do bookkeeping for small businesses? Companies and individuals have a variety of needs related to accounting, including creating income statements, balance sheets, and other financial reports on a quarterly or annual basis.

“WHEREVER YOU ARE AT IN YOUR
ENTREPRENEURIAL JOURNEY,
AFEUSA IS THERE FOR YOU.”

Expert Witness Service

You can market yourself to attorneys as an expert witness if you have specific expertise that would be useful in legal cases. Some common types of expert witnesses include medical experts, forensic experts, mental health experts, vocational experts, finance experts, or security systems experts. As you can probably guess, expert witnesses are required in a wide variety of cases. Take banking, for example. Financial experts can testify on the context of the standard of customer care in the banking industry.

Home Energy Auditor

If you have a seasoned background in HVAC, electrical, or other areas of construction service, becoming a home energy auditor may be a perfect role for you! All homeowners are looking for ways to save money on their utilities, and as a home auditor, you're breaking down how they can save money on their heating, cooling, and electrical use. You can also do appliance audits that provide efficiency ratings based on how old the appliances are. Additionally, you can provide other services based on the results of your audits, like installations of updated appliances.

Notary Public or Justice of the Peace

Becoming a justice of the peace or notary public is a great way to make supplemental income, and it doesn't cost much to become one. Depending on the state, it typically costs anywhere between \$140-\$200 to become a notary public. If you're unfamiliar, a notary public authorizes the legal legitimacy of documents. Most states require that you pass a background check and an exam to become a justice of the peace or notary public. And while many states set the fees you can charge for justice of the peace services, you can charge additional fees for travel and any rehearsals, prep time, or special requests.

Personal Trainer

Do you have experience in health sciences? Explore the personal training field. The only costs associated with getting started as a personal trainer are the advertising fees. This includes website management, social media ads, and marketing materials like fliers. If you use leaflets, make sure to place them in popular restaurants, grocery stores, and coffee shops.

Wherever you are in your entrepreneurial journey, AFEUSA is there for you. Whether its exclusive offers on business management products or useful information, we have what you need to succeed. Utilize your membership portal on our website AFEUSA.org to use all the tools at your disposal.

BIG RESULTS ACADEMY

Big Results Academy is your one-stop resource for all small- and medium-sized GIG economy entrepreneurs! They have created a program with the perfect combination of marketing resources, tools, and live support to help YOU succeed. Their e-learning system has been featured on NBC, CBS, Fox, and ABC with affordable monthly subscription pricing, which has been specially discounted for AFEUSA members.

One of the most time consuming and expensive costs for many businesses is marketing. Conventionally, in today's saturated marketplace, it can take as many as **60 to 100 touches** before clients decide to purchase from a business. Big Results Academy will teach you how to reduce that number to between **6 and 12 touches**, saving you time, effort and, most importantly, **making YOU money**.

Their typical clients experience:

- 3x their current leads
- 2x their sales
- Significant increase to their bottom line

Join Big Results Academy and you'll receive:

- ✓ A complete business diagnostic
- ✓ Customized road map for e-learning system
- ✓ Access to step-by-step internet marketing and business building content
- ✓ Access to direct one-on-one coaching services at 30% savings, and so much more

Past and present members have learned how to overcome financial distress, generate more leads, attract more clients, and use proven marketing fundamentals that have helped many build multimillion-dollar businesses. But



don't just take their word. Experience it yourself **FIRSTHAND!**

Visit their website and you will receive three powerful

lead-generation marketing videos by email specifically designed to help you generate all the leads your business can handle.

Visit BigResultsAcademy.com, and enter your first name and email address to start receiving the three powerful videos. To start generating more leads, click on "Become a Member," enter the information, and use coupon code AFEUSA1.

As an AFEUSA member, you will receive:

- **\$100 discount on the monthly e-learning system**
- **30% discount on all one-on-one coaching plans**
- **FREE 90-minute Confidential Complete Business Diagnostic via Zoom (\$300 value).**

For 30% off one-on-one coaching, send your name, telephone number and email along with any relevant information to ramon@bigresultsacademy.com.

Student Award Program 2020 OF ENTREPRENEURS

No entrepreneur lives in a vacuum. As the saying goes in the business world, "a rising tide lifts all boats." As an entrepreneur, you know small businesses and startups are the backbone of our economy. But that backbone will only be as strong as the next generation of entrepreneurs. Knowing this, we actively look for ways to support the future small business ownership, and we provide as many resources as possible. One notable tool we use to encourage young entrepreneurs is the Student Award.

Each year, we select 20 high school and college students to receive an award of \$500 each to help them make their dreams a reality. To win this award, these young entrepreneurs have to be driven and innovative in their business approach. Take Moe Mitchell, for example. Mitchell is a North Central College student who owns the lawn-service business called Moe Mow's. But Mitchell's business isn't just any lawn service company; his business is run through an app that allows for quick and efficient access to service for all landscaping needs.

One thing you will sense among all of our recipients is their ability to make an impact in their communities. Hayden Hutchinson, a student at Fort Hays State University, developed a mobile app that reduces police response times. Not only does Hutchinson's app help the police, but it also notifies nearby app users if there is an active shooter in their area. Meghan Loftus is another impressive young entrepreneur who developed a web-based app that allows couples to seek out new and exciting ways to enjoy date nights. Her app lists classes, activities, and even local businesses looking to fill empty spots for their events.

If you know of a student who you think deserves this award, make sure they apply!

All they have to do is visit AFEUSA.org and follow the links to the application form. Starting on April 1, applications will be open until April 30.

MEET THE FREEMANS

FOUNDERS OF EMPOWERED COUPLES UNIVERSITY

As an entrepreneur, your company is your passion, which can make it hard to find a healthy work-life balance. But a lack of balance can put a massive amount of stress on your relationships in one form or another. If you're working long hours at the office, your loved ones may hardly see you. If business is slow, that stress can put an unbearable weight on you and your family. But rest assured, if your relationships are suffering because of your work, Empowered Couples University is there for you.

Empowered Couples University (ECU) was founded by Aaron and Jocelyn Freeman, and it offers relationship classes and coaching for the different types of relationships in your life. The program has a variety of courses to suit your lifestyle. If you're in the Arizona area, the Freemans regularly host half-day couples workshops. And for those with hectic lifestyles, ECU's digital, on-the-go courses or self-paced online workshops fit into any lunch break or late night you have. In addition to these courses, they also have the No. 1 Online Relationship Assessment, and private two-on-two coaching for busy, entrepreneurial couples.

Aaron and Jocelyn have been married for several years, and they know that marriage is a continuous work in progress. They host a podcast series that focuses on the contemporary issues that plague relationships in the 21st century. And if you sign up as one



of their clients, they will send you a free book that outlines proper communication techniques and healthy relationship basics.

This power duo is not only relationship-focused but also community-focused, which is why AFEUSA members get an exclusive discount to use their services. Some of the offers include \$37 off the couples workshops, 25% off any level 101 or 202 relationship course, and a free 60-minute Relationship Breakthrough Session with the Freemans. To learn more about what ECU can do for you, log in to your membership portal and use these exclusive offers.

TAKE A BREAK

"TWENTY YEARS FROM NOW YOU WILL BE MORE DISAPPOINTED BY THE THINGS YOU DIDN'T DO THAN BY THE ONES YOU DID DO."

MARK TWAIN

EXCLUSIVE BENEFIT AFEUSA Member's Forum

- ✓ QUESTIONS
- ✓ CHALLENGES
- ✓ QUERIES



Open only to AFEUSA members, this platform allows AFEUSA members to post various issues related to their business or idea and allows other members to comment or give advice/suggestions on how best to resolve those challenges.

To get started, log in to AFEUSA, select membership benefits, and click on the link to the Member's Open Forum. Be sure to read the Code of Conduct prior to posting any question or answer. Let's start posting!

WHAT'S THE BEST DEFINITION OF ATTITUDE, JOEL?"

IT'S THIS ONE BY EARL NIGHTINGALE ...

"Attitude is the position or bearing as indicating action, feeling, or mood. It is OUR actions, feelings, or moods which determine the actions, feelings, or moods of others toward us, and which control, to a surprising extent, our success or failure. It is then OUR attitude towards life which will determine LIFE'S attitude towards us."

Just picture the word ATTITUDE in your mind's eye. See the letters A - T - T - I - T - U - D - E. Now, if you were to write next to each of those letters its position in the alphabet — A of course is the first letter of the alphabet, so it's #1.

T is the 20th letter of the alphabet, and there are three of them, I is the 9th letter, U is the 21st, D is the 4th and E is the 5th letter in the alphabet.

Now add those eight numbers together and see what you get! Yes, 100. As one wise person said, "Attitude is 100%!"

Earl Nightingale was so right. Our lives really do mirror our attitudes. Sure, people with positive, expectant attitudes have problems, and they experience setbacks, but their attitude enables them to respond in the most effective way possible.



Here's what you can do:

1. Decide to be happy every day, even excessively happy! It's your choice. It's not determined by events or conditions. It's a state of mind you can choose.
2. You increase your odds of being excessively happy when you focus on helping others to solve their problems, as opposed to focusing only on yourself.
3. Once you get this condition, make sure you spread it. Be an EXCESSIVE HAPPINESS carrier. Infect as many people as you can! Art Berg did it in his short life—and you can pick up where he left off.

*-Joel Weldon
Inspirational Writer of Wisdom*



HOW TO AVOID COPYRIGHT INFRINGEMENT FOR YOUR BUSINESS

We've all heard the saying, "A picture is worth a thousand words," and for businesses, this is especially true. Images used on a website and in marketing materials contribute to a specific vision and encourage customers to buy into a service or product. However, obtaining and using those images requires much more than a quick search on Google. To make the biggest splash while avoiding heavy penalties that can tank your business, follow these tips when searching for images.

Presume all images are protected by copyright.

Never assume that an image you find while browsing the internet is free to use. It may be easy to download one you like and use it on your website, social media account, or blog, but it can have

devastating consequences. Someone who wrongfully uses copyright material worth at least \$2,500 may face up to five years in prison and up to \$250,000 in fines according to federal statute. Play it safe by assuming every image or photograph you find online is protected by copyright law.

Always ask permission for use.

Even if an image isn't under copyright, you still might not have permission to use it. Find the source of the image, and inquire about using it for your own business. The image itself may have certain conditions you need to meet before you can use it. For instance, a licensing agreement may require you to pay a fee, give credit to the original creator, or guarantee the image's use as-is without further alteration. In other instances, ask the photographer,



designer, or artist for permission to use the image and agree to include a watermark or a link to their website.

Find and use free images instead.

Several websites, such as Pexels, Pixabay, and Morguefile, provide hundreds of photos for businesses to use for free and without worry of copyright infringement. Creative Commons is also a great resource to consult. This nonprofit provides free licenses and tools that make copyright material easy to understand. You may need to meet some agreements under a Creative Commons license, but afterwards, you can access and use numerous photos.